

The impact of the Eid sacrifice price on its purchasing decision and an attempt to determine the psychological price for the sacrifice: The case of the Algerian middle class on Eid 2024

تأثير سعر أضحية العيد على قرار شرائها ومحاولة تحديد السعر النفسي للأضحية: حالة الطبقة الوسطى الجزائرية في عيد الأضحي 2024

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Abstract:

The aim of this article is firstly to analyze the impact of the price of the Eid sacrifice on the decision to purchase the sacrifice among the Algerian middle class, and secondly to determine the psychological price for this consumer category to buy the sacrifice. We used the descriptive analysis method. The field study was carried out using a questionnaire, the main results of which show that despite the importance of this ritual for the Algerian middle class, they agree that the prices charged this year were exaggerated and that if the trend continues, they will be forced to give up this ritual. At the end of the study, we calculated the price that represents the highest rate of acceptability in terms of purchasing the sacrifice and made recommendations along these lines.

Keywords: Price; Psychological price; Pricing; Purchasing decision; Acceptability price.

JEL Classification Codes: D91, D490, D120

ملخص:

يهدف هذا المقال أولاً إلى تحليل أثر سعر أضحية العيد على قرار شراء الأضحية لدى الطبقة المتوسطة الجزائرية، وثانياً إلى محاولة تحديد السعر النفسي لشراء الأضحية لدى هذه الفئة من المستهلكين. اعتمدنا في دراستنا على المنهج الوصفي التحليلي وقد تم إجراء الدراسة الميدانية باستخدام استبيان، أظهرت نتائجها الرئيسية أنه على الرغم من أهمية هذه الشعيرة بالنسبة للطبقة الوسطى الجزائرية، إلا أنها تتفق على أن الأسعار التي فرضت هذا العام كانت مبالغاً فيها، وأنه في حال استمرار هذا الاتجاه فإنها ستجبر على التخلي عن هذه الشعيرة. وفي نهاية الدراسة، قمنا بحساب السعر الذي يمثل أعلى نسبة قبول من حيث شراء الأضحية وقدمنا توصيات على هذا الأساس.

كلمات مفتاحية: السعر، السعر النفسي، التسعير، قرار الشراء، سعر القبول

تصنيفات JEL: D120, D490, D91

INTRODUCTION:

Price is, of course, one of the important factors in the consumer's purchasing decision, frequently cited by specialists. However, other factors also come into play, such as religious and socio-cultural criteria. The ritual of the Eid sacrifice, deeply rooted in national tradition and sacred to many families, is a case in point.

But despite the importance of the event and the desire of Algerian households to celebrate this rite, many had to forego buying a sheep this year (2024) due to overbidding by sellers, which had already begun in the previous season (2023). In fact, on both authorized and clandestine, private and public markets, animals were traded at prices starting at 60.000DZD (Belaid, 2024) for small animals, which represents three times the minimum wage (Idir, 2024) and going sometimes to 200.000DZD and more.

Research question

Based on the above, the question guiding the research is: What impact does the Eid sacrifice price have on the Algerian middle-class purchasing decision, and what is the acceptable psychological price for them to continue this ritual?

The following subsidiary questions may arise :

- How important is price to the Algerian middle class when buying the Eid sacrifice?
- Could the Algerian middle class renounce to the Eid ritual if prices keep rising?
- At what price will the Algerian middle class no longer be willing to buy the sacrifice?

Research hypotheses

To answer these questions, we put forward the following hypotheses:

- Price changes significantly affect the purchasing decision of Eid sacrifices among the Algerian middle class.
- A psychological price threshold exists that influences the purchasing decisions related to Eid sacrifices and the Algerian middle class may completely give up this sacrifice if the trend of rising prices continues.
- The Algerian middle class will abandon the ritual if the price exceeds 100.000DZD.

The study objectives

This research aims to :

- Emphasize the significance of price in the decision-making process for the Eid sacrifice purchasing.
- Determine whether price can lead the Algerian middle class to renounce an important religious and social tradition.
- Define the price beyond which the Algerian middle class would no longer agree to buy mutton for Eid, to provide a reference point for the State to control prices and avoid more disparities in society.

Rationale of research

Our interest in this subject is justified by:

- Its originality: addressing an issue that has not been explored previously, which raises important questions about the sustainability of this ritual in today's context.
- Its recency: Since the end of the COVID-19 pandemic there has been a noticeable trend of excessive price increases by sheep sellers that does not appear to be justified by the Government.
- It responds to one of the State's main concerns which is maintaining social equilibrium and all its efforts in this direction. The inflation rate has reached 9% (AE, 2022), and wages are rising very slowly affecting the purchasing power of many Algerians, who are finding themselves more and more excluded and not able, if this continues, to take part in this tradition that is dear to them, posing a new challenge to the national public authorities.
- It contributes to enhancing the understanding of consumer behavior by examining how individuals make purchasing decisions in response to price fluctuations, thereby illuminating significant implications for stakeholders.

The research methodology

Given the nature of our study, we opted for the descriptive analysis method in an attempt to understand the phenomenon under study and to cover its various aspects to answer the questions it raises. We used the questionnaire as a tool for collecting and analyzing data to test hypotheses and draw conclusions.

Review of literature

There has been a great deal of in-depth research into the complex relationship between price and consumer behavior, which has highlighted the factors influencing price setting as well as their impact on businesses.

- **Kumar & Pandey (2017)** investigated how psychological pricing influences consumer purchasing decisions. Through their study, they explored the perceptions and behaviors of consumers regarding pricing strategies, such as charm pricing (e.g., pricing items at \$9.99 instead of \$10). They revealed that consumers often perceive prices ending in .99 as significantly lower than those rounded up to the next whole number, influencing their buying choices. They also indicated that psychological pricing not only affects immediate purchasing decisions but also shapes long-term consumer loyalty and brand attachment.
- According to **Zao et al. (2021)**, pricing refers to the mental process by which consumers create a reference to assess whether the price of a product is fair and reasonable. Various factors, both internal and external such as personal preferences, previous experiences, and social norms can influence this process.
- **Fenneman et al. (2022)** focus in their study on two primary psychological pricing effects: the *left-digit effect*, which suggests that consumers are more influenced by the leftmost digit of a price (e.g., perceiving \$1.99 as significantly lower than \$2.00), and the *perceptual fluency*

effect, which posits that rounded prices are perceived as more attractive due to their ease of processing. They aimed to clarify the conflicting nature of these effects and assess their actual impact on purchasing decisions. Their findings suggest that psychological price perception may exert a weaker influence on purchasing decisions than previously believed. They explained that by indicating that consumers might have adapted to these pricing strategies over time or that the effects may be less pronounced in isolation and more significant when comparing multiple items.

- **Chenggang et al. (2023)** point out in their study that when prices are excessively high this causes consumers to abandon their intention to purchase, as they will perceive them as unjustified and unreasonable given the perceived value of the product. This research highlights the imperative for commercial organizations to set their product prices in a manner that does not discourage customers, taking into account purchase abandonment rates.

- **Laoufi (2023)** looked in her study at the application of neuromarketing techniques in shaping consumer behaviors. While pricing is an aspect of consumer behavior, the neural responses associated with price perception and how its indices influence consumer decision-making, thus opening up new avenues for thinking about pricing strategies and consumer behavior.

- **Chen et al. (2024)** examine how different pricing agents affect consumer behavior and perceptions. For their study, they employed a scenario-based experimental design to simulate two distinct purchasing contexts to explore consumers' psychological and behavioral responses to AI-initiated pricing compared to traditional marketer-initiated pricing. The results indicate that consumers exhibit higher repurchase intentions and positive word-of-mouth behaviors when prices are set by AI compared to human marketers; additionally, if consumers believe that companies can control pricing agents, they are more likely to exhibit negative behaviors, such as increased complaints and switching.

Based on these studies, it seems clear that price influences consumers' buying behavior and that when it is perceived as unjustifiably high, it can lead to the abandonment of the purchase, which makes it interesting to know what is the right price acceptable to the majority so that customers continue to buy.

1- The conceptual framework of the study

1-1 The price

Price represents the monetary translation of the value of the product or service through which it is possible to achieve a balance between production and consumption and is the main tool for controlling competition (Haddadi, 2023, p. 28).

In economics, it is commonly defined as the amount of money that consumers are required to pay to acquire a good or a service.

In marketing, we consider it to be a key part of the company sales strategy, as it may significantly influence how customers will perceive the value of a product.

Various functions are assigned to the price such as signaling product quality, segmenting the market, or maximizing company profits.

For Prakash (2022), price is not just a sum of money, but it also includes psychological and emotional factors that may impact consumer choices. As a sign of quality, prestige, and even exclusivity, it plays an important role in customer decision-making. Thus, according to the theory of perceived value, this latter is willing to pay more for the product if he considers it worthwhile, and tends to associate a higher price with better quality (Dholakia, 2019).

1-2- The consumer purchasing decision

Several researchers have been interested in the process by which consumers arrive at their decision to buy (or not to buy) a product, and have attempted to model their behavior by identifying the variables that can influence their decision. Various models have been proposed, and even if they present different paths that can lead the individual to make a decision, most of them agree on the fact that the consumer starts from the stimulus he receives, and by integrating internal and external variables, will arrive at a decision (output) that will differ from one consumer to another about the purchase of a product (Delacroix, Debenedetti, & Sabri, 2014), (Clauzel, Guichard, & Riché, 2016).

One of the most widely used models is that of Blackwell, Miniard, and Engel (2006), which divides the decision-making process into 5 stages :

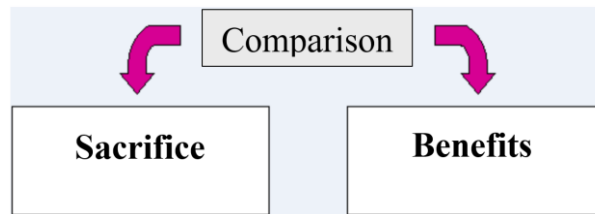
- Recognition of the need, where the consumer realizes that there is a lack that he will seek to fill through a good or service on the market.
- Information gathering, the step where he gathers all possible data on the various options available to him.
- Evaluating alternatives, where he compares the various characteristics he considers relevant (price, quality, functionality, safety, etc.).
- Decision-making, where the customer will choose the option that best meets his needs.
- Post-purchase evaluation: at this stage, he assesses his satisfaction with the choices he has made, which will influence his future purchases.

1-3- The psychological price

1-3-1- Definition of the psychological price

When looking at the concept of Psychological Price, we have to consider the various factors that influence consumers' purchasing decisions (Fareed, Jabbar, Makhdoom, & Iqbal, 2023). Recent research highlights the importance of price in this process and the need for companies to understand and manage it effectively to positively influence purchasing behavior.

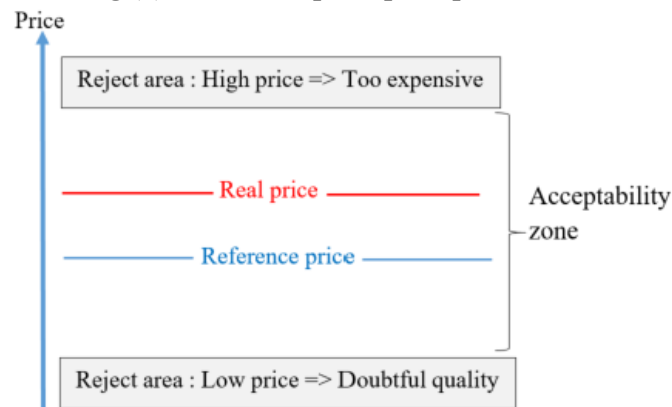
To make his choice, the consumer takes 2 factors into account, as illustrated in the figure below:

Fig (1): Price and Customer Choice Process

Source : Translated from (MoodleUniversitéNumérique, s.d.)

On one hand, the extent of the sacrifice required to obtain the good (not only financial costs but also constraints related to time, delivery, and other factors). On the other hand, the benefits derived from its acquisition.

He will subsequently establish a reference price for the product, reflecting his perceived value of it. By determining the actual price of the product and comparing it with his reference point, he will decide whether to purchase or reject it, as illustrated in the following figure.

Fig (2): Customer price perception

Source : Adapted from (MoodleUniversitéNumérique, s.d.)

We can see from this figure that rejection can be justified either because the price is considered:

- too high and thus constitutes a significant sacrifice for the buyer.
- too low, to the point where the consumer has doubts about the benefits it will bring.

Between these two areas lies the Acceptability zone. This is where the psychological price comes into play, as it aims to determine the price at which the customer perceives a balance between the sacrifice and the expected benefits. Considerations to keep in mind when moving to pricing.

For (Haddadi, 2023, p. 29), pricing consists of determining the price of the good according to factors such as the availability of human and financial resources and the cost of production. According to the same author, it depends either on the production costs and expected profitability or on the market prices, which are influenced by competitors, substitutes, market conditions, communication, and promotion efforts.

1-3-2- Determination of the psychological price

To determine the psychological price, we need to know :

- What is the lowest price below which the consumer will have doubts about the quality of the product (to define a lower limit or Price floor)?
- What is the highest price above which he will give up buying because he perceives it as exceeding the value he attributes to the product (to set an upper limit or Price ceiling)? It is between these two limits that the price that will be accepted by the majority will fall.

Once the answers to these two questions have been obtained, the psychological price will be determined using a table, as illustrated below.

Table (1): Example of a psychological price determination table

Indicated Price (a)	Price floor		Decreasing accumulation (d)	Price ceiling		Increasing accumulation (g)	Potential buyers 100%-(d+g)
	Nbre (b)	% (c)		Nbre (e)	% (f)		
100 DZD	86	43	0	0	0	0	0
200 DZD	56	28	43	16	8	0	57
300 DZD	40	20	71	66	33	8	21
400 DZD	18	9	91	48	24	41	-32
500 DZD	0	0	100	70	35	65	-65
	200	100%	100%	200	100%	100%	

Source: Example adapted from (BacSTMG, p. 1)

In column (a), all the price levels indicated by potential customers are entered, together with the number of responses obtained for each price level (in columns b and e). The percentage of each response is then determined (in columns c and f). We then calculate the decreasing cumulative percentage for the lowest price (column d) and the increasing cumulative percentage for the highest price (column g).

Finally, in the last column, we define the percentage of potential buyers for each price level, using the formula: $100\%-(d+g)$ (BacSTMG, p. 1).

The psychological price will be the one for which there is the highest number of potential buyers, so the highest rate of acceptability.

2- Field study

2-1. The study context

During Eid 2024, Algerians witnessed a sharp increase in the price of sheep, which breeders had already tried to justify a few years ago (ElMoudjahid, 2021) by:

- Drought, forcing the purchase of livestock feed instead of taking animals out to graze.
- High cost of breeding (feed, care, etc.).
- Abandonment of the estate by numerous farmers due to the difficulties encountered.
- Decline in the number of entities on the national sheep market.
- An uncontrolled market where intermediaries buy animals from breeders and resell them at free prices.

This has angered many Algerians, who have taken to social networking sites to express their views on the prices being charged, calling for the ritual of sacrifice to be abandoned and for sheep to be left in the hands of sellers, and demanding that the State take measures to control prices. Sales this Eid 2024 were five times lower (Adel, 2024) than last year.

Indeed, even if this ritual is important for them given the queues in front of state sales points and the jostling (Adel, 2024), (TSA, 2024), to be able to obtain a sheep at a suitable price, the national average salary being only 42,800 DZD, the price posed a real obstacle to the purchase.

2-2. Methodology description

Our research aims to define the impact of price on purchasing decisions within the context of the Algerian middle class. To achieve this, we have established a clear distinction between our independent variable (Price) and our dependent variable (Purchasing Decision). This quantitative study will allow us to capture the behavior of this category of consumers at a specific point in time.

Our study concentrates on the Algerian middle class, a demographic defined by distinct economic and social factors that influence purchasing decisions. The sample comprises 100 individuals selected through non-probabilistic convenience sampling. Although this method may limit generalizability, it enables us to obtain valuable insights from participants who are readily accessible and willing to engage with the survey. This approach is particularly effective for understanding the phenomenon within this specific demographic.

We used a structured questionnaire as our primary data collection tool. This method is deemed most suitable for obtaining primary information and facilitating a comprehensive understanding of the target population. The questionnaire comprises 15 questions, which are categorized into four thematic areas :

- *Theme 1:* Personal information aims to obtain the characteristics of our respondents in terms of gender, age, and salary.
- *Theme 2:* Importance of the sacrifice rite, which will enable us to assess the extent to which this rite is important for the Algerian middle class.
- *Theme 3:* The impact of the sheep price on the purchase decision, where we will assess the extent to which price is an important factor in the purchasing decision, and whether the Algerian middle class can forego a purchase if the price becomes too high.
- *Theme 4:* Psychological price determination, where we gather the questions that will provide us with the information we need to calculate this price for the Algerian middle class.

To ensure a robust data collection process, we employed a dual approach for administering the questionnaire :

- *Direct Administration:* Surveys were conducted in person by approaching individuals in public spaces, such as streets and markets. This method allowed for immediate engagement and clarification of questions, enhancing response accuracy.
- *Indirect Administration:* We also leveraged social media networks to reach a broader audience. Participants were encouraged to share the survey link within their networks from June 15th to June 25th, 2024. This strategy not only increased our sample size but also facilitated access to diverse viewpoints within the middle class.

2-3. Results analysis

For the analysis, we will proceed in 2 stages :

Stage 1, where we will analyze the responses obtained statistically.

Stage 2, where we will calculate the psychological price based on the obtained responses.

2-3-1-Stage1: The statistical analysis

We processed the responses using SPSS 24, using different statistical tests to analyze our data and extract the relevant information for our research.

- **Reliability test:** We started with the reliability test to assess the internal consistency of the measurement scale and ensure the instrument validity.

Table (2): Reliability statistics

Cronbach's Alpha	Items number
,772	17

Source: SPSS24 analysis

We notice that Cronbach's Alpha is 0.772, which is relatively high. This suggests that the items in the questionnaire are strongly correlated and indicate strong internal reliability, meaning that the items contribute robustly to measuring the construct.

- **Dispersion:** Then we analysed the responses dispersion as follows:

Table (3): Responses dispersion analysis

	N	Minimum	Maximum	Mean	Standard deviation
how important this ritual is to you	100	1	5	4,34	1,121
Would you be disappointed if you couldn't perform this ritual?	100	1	2	1,71	,456
What do you think of the price of sheep this year?	100	2	4	3,84	,443
Would you consider giving up the sacrifice if the price became too high?	100	1	2	1,76	,429
N valid (list)	100				

Source: SPSS24 analysis

- for the question « How important this ritual is to you ? », the average importance rating for this ritual is quite high (4.34 out of 5), with a moderate standard deviation (1.121). This suggests that many respondents find this ritual highly important.

- for the question « Would you be disappointed if you couldn't perform this ritual? », on average, respondents express high disappointment if unable to perform the ritual (1.71 out of 2). The low standard deviation (0.456) indicates that responses are fairly consistent.
- for the question « What do you think of the price of sheep this year? », the average opinion on the price of sheep this year is 3.84 out of 4, indicating that respondents generally find the price exaggerated. The low standard deviation (0.443) suggests high agreement among respondents regarding this price.
- for the question « Would you consider giving up the sacrifice if the price became too high? », on average, respondents are inclined to consider giving up the sacrifice if prices rise too high (1.76 out of 2). The low standard deviation (0.429) indicates consistency in this tendency among respondents.

- **Frequency analysis**, we used this analysis to capture the importance of the rite of sacrifice among the respondents, as well as the importance of price when purchasing and their readiness to abandon the sacrifice if its price became too high.

Table (4): How important this ritual is to you?

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Not at all important	7	7,0	7,0	7,0
	Moderately important	9	9,0	9,0	16,0
	Important	20	20,0	20,0	36,0
	Extremely important	64	64,0	64,0	100,0
	Total	100	100,0	100,0	

Source: SPSS24 analysis

According to this table, 20 respondents consider this ritual important while 64 consider it extremely important, which means that it represents a significant importance for 84% of the sample.

Table (5): The importance of price when purchasing

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	1	47	47,0	47,0	47,0
	2	25	25,0	25,0	72,0
	3	25	25,0	25,0	97,0
	4	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

Source: SPSS24 analysis

47% of respondents consider the Price as the number one criterion when purchasing the sacrifice and 25% as the second one, so 72% place a great deal of importance on price when they buy the sacrifice.

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Table (6): Would you consider giving up the sacrifice if the price became too high?

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	No	24	24,0	24,0	24,0
	Yes	76	76,0	76,0	100,0
	Total	100	100,0	100,0	

Source: SPSS24 analysis

76 % of respondents are ready to abandon this rite if the price rises a lot.

From these 3 tables, we can conclude that despite the importance of the ritual for the respondents, price remains a determining factor in their purchasing decision and they may give up if prices become too high.

- **ANOVA test:** Then we proceeded to a one-way ANOVA to analyze whether there are statistically significant differences between the different salary levels regarding the opinion on this year's (2024) prices for sheep.

Table (7): ANOVA

Salary	Sum of squares	DDL	Mean square	F	Sig.
Inter-groups	10,489	2	5,245	3,352	,039
Intragroup	151,751	97	1,564		
Total	162,240	99			

Source: SPSS24 analysis

The result obtained (0,039) is below the significance level of 0.05, which means that there is no significant difference between the different salary levels regarding the opinion that the price this year was judged to be exaggerated.

- **Linear regression,** through this analysis we will be able to determine which variable has more importance in the decision of abandoning the sacrifice.

Table (8) : Coefficients^a

Model		Non-standardised coefficients		Standardized coefficients	t	Sig.
		B	Standard error	Beta		
1	(Constant)	1,555	,443		3,512	,001
	The importance of price when purchasing	-,043	,054	-,090	-,784	,435

The importance of weight when purchasing	,095	,064	,232	1,494	,139
The importance of appearance when purchasing	,001	,043	,003	,021	,983
The importance of age when purchasing	,002	,035	,007	,056	,956

a. Dependent variable: Would you consider giving up the sacrifice if the price became too high?

Source: SPSS24 analysis

The coefficient is -0.043 with a standard error of 0.054. This indicates that an increase in the importance of price when purchasing is associated with a slight decrease (not statistically significant: 0.435) in the intention to consider giving up the sacrifice when the price becomes too high.

This table shows that only the importance of price when purchasing is closely related to the intention to consider giving up the sacrifice when the price becomes too high. The other variables (importance of weight, appearance, and age of the sheep) do not have a significant link with the intention to consider giving up the sacrifice.

2-3-2-Stage2: The psychological price calculation

We will base on respondents' results for the following two questions, as explained before in this article :

- What would be the lowest price below that you would not be prepared to buy because of doubts about quality (illness, veterinary check not carried out, etc.)?
- What would be the highest price above which you would not buy?

The responses to these questions can be extracted from the frequency analysis with SPSS. For our sample, we obtained the levels of prices as follows:

Table (9): What would be the lowest price below that you would not be prepared to buy because of doubts about quality (illness, veterinary check not carried out, etc.)?

	Frequency	Percentage	Valid percentage	Cumulative percentage
Valid 10.000	6	6,0	6,0	6,0
15.000	9	9,0	9,0	15,0
20.000	21	21,0	21,0	36,0
25.000	4	4,0	4,0	40,0
30.000	32	32,0	32,0	72,0
40.000	25	25,0	25,0	97,0
50.000	3	3,0	3,0	100,0
Total	100	100,0	100,0	

Source: SPSS24 analysis

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Table (10): What would be the highest price above which you would not buy?

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	60.000	16	16,0	16,0	16,0
	70.000	18	18,0	18,0	34,0
	80.000	16	16,0	16,0	50,0
	90.000	13	13,0	13,0	63,0
	100.000	22	22,0	22,0	85,0
	120.000	6	6,0	6,0	91,0
	150.000	6	6,0	6,0	97,0
	200.000	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

Source: SPSS24 analysis

From these previous two tables, we can fill in the table for calculating the psychological price, as follows :

Table (11): Psychological price calculation

Indicated Price (a)	Price floor		Decreasing accumulation (d)	Price ceiling		Increasing accumulation (g)	Potential buyers 100%-(d+g)
	Nbre (b)	% (c)		Nbre (e)	% (f)		
10.000	6	6%	100%	0	0%	0%	0%
15.000	9	9%	94%	0	0%	0%	6%
20.000	21	21%	85%	0	0%	0%	15%
25.000	4	4%	64%	0	0%	0%	36%
30.000	32	32%	60%	0	0%	0%	40%
40.000	25	25%	28%	0	0%	0%	72%
50.000	3	3%	3%	0	0%	0%	97%
60.000	0	0%	0%	16	16%	0%	100%
70.000	0	0%	0%	18	18%	16%	84%
80.000	0	0%	0%	16	16%	34%	66%
90.000	0	0%	0%	13	13%	50%	50%
100.000	0	0%	0%	22	22%	63%	37%
120.000	0	0%	0%	6	6%	85%	15%
150.000	0	0%	0%	6	6%	91%	9%
200.000	0	0%	0%	3	3%	97%	3%
	100	100%	0%	100	100%	100%	0%

Source: Made by ourselves

As we said before, the psychological price will be the one for which there is the highest number of potential buyers, so the highest rate of acceptability. In this case, the price that has the higher percentage of acceptability is 60.000DZD. This rate is 100% which means that for this level of

price, all the members of our sample will be in the accessibility zone.

From the frequency analysis obtained by SPSS for the question « What do you think would be an acceptable price for sheep? We had the table below :

Table (12): What do you think would be an acceptable price for sheep?

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	30.000	9	9,0	9,0	9,0
	35.000	7	7,0	7,0	16,0
	40.000	9	9,0	9,0	25,0
	45.000	6	6,0	6,0	31,0
	50.000	26	26,0	26,0	57,0
	55.000	6	6,0	6,0	63,0
	60.000	31	31,0	31,0	94,0
	65.000	3	3,0	3,0	97,0
	80.000	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

Source: SPSS24 analysis

We can see that the price of 60.000DZD represents the most frequent response (31%) concerning the price level considered acceptable by respondents, which is in line with the psychological price we have calculated.

We would like to draw attention to the fact that even if, as we said in the introduction, prices for sheep this year started at 60.000DZD, this is, as we said, for small animals. As we can see from the statistical table below, obtained by analyzing the data using SPSS, the weight criterion comes in 2nd place (with 32% of respondents) among the decisive criteria when buying a sheep.

Table (13): The importance of weight when purchasing

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	1	9	9,0	9,0	9,0
	2	32	32,0	32,0	41,0
	3	26	26,0	26,0	67,0
	4	30	30,0	30,0	97,0
	5	3	3,0	3,0	100,0
	Total	100	100,0	100,0	

Source: SPSS24 analysis

So the psychological price we have obtained will be accepted by the majority for adult sheep of a suitable size and not small ones.

Conclusion

This research first highlighted the impact of the price of the Eid sacrifice on the decision by the Algerian middle class to purchase the sacrifice. We can conclude from the results obtained through our field study on a sample of 100 individuals from the Algerian middle class for this Eid 2024 that :

- Almost all of the middle class surveyed considered that the prices charged for sheep this year were exaggerated.
- This group, whatever their income level, attaches significant importance to the ritual of Eid.
- They also attach great importance to the price of the sacrifice in their decision to buy a sheep, even if other criteria are also taken into account.
- The Algerian middle class agrees that they would be disappointed if they were no longer able to celebrate this ritual and make the sacrifice on Eid because of the price.
- However, they feel they would have to give up the ritual if prices became too high and continued to rise over time.

All these findings allow us to confirm all our initial hypotheses.

Secondly, and based on the results obtained, the psychological price was calculated, i.e. the price which represents the highest rate of acceptability among this category for the purchase of the sacrifice. In the current context, this price has been evaluated at 60.000DZD. It must be considered all other things being equal, i.e. it can only serve as a basis for future years if the inflation rate, purchasing power, and income levels remain unchanged.

Furthermore, even if the price is of great importance when the decision is made to buy the sacrifice for Eid, it is only one of several factors that can influence the decision, and it is possible that once faced with the sheep, the consumer will agree to pay a price that goes beyond the acceptable price. Indeed, beyond the simple financial aspect, socio-cultural and religious considerations play an essential role in the consumption habits of Algerians, particularly for events as charged with meaning as the Eid sacrifice. The balance between these different factors is therefore essential to understanding consumer choices in this specific context.

Recommendations

To prevent the Algerian middle class from being forced to give up this ritual against their will, and thus find themselves excluded from this tradition, which will have the effect of widening inequalities and reinforcing social imbalance, we make the following recommendations:

- The State must control prices on the sheep market upstream by :
- Including banks in the investment process in the livestock sector to encourage farmers to continue their activity through credit and financing.
- Adding subsidies on feed, care, and vaccines to improve profitability for livestock farmers.
- Controlling the chain, with sales only being made by breeders or state-approved farms to households, without the intervention of intermediaries who speculate and charge abusive prices every year.
- Increasing the number of state sales outlets and introducing a rationing system, as was the case during the last sugar and oil shortages that Algeria experienced, and by deploying a

computerized system for purchasing sheep (one per family) with the buyer's biometric identity card to prevent dealers and crooks from seizing opportunities to enrich themselves at the expense of the public by buying up breeders' flocks and reselling them at the prices they want.

- Supporting the national market, by importing sheep from abroad to deal with the scarcity mentioned by sellers, and by increasing supply.

Prospects

- Define exhaustively the various factors involved in the decision to buy sacrifice for Eid among this consumer category.
- In calculating the psychological price, weigh this price according to the importance of the factors mentioned above in the decision to buy the sacrifice.
- Define the price not as a monetary value but as a percentage of the household wage or the minimum wage to have a more stable reference over time.

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-Appendix: To consult our questionnaire, follow the link below:
<https://forms.gle/Tj2ujrKDLezCPkH48>