

The Effect of Price on Purchasing Decision of Algerian Customer A Field Study of Mobile Phone Subscribers of Djezzy in Algeria

Diab Zeggai¹, Aissa Kadda^{*2}

¹ University of Saida ,Dr. Moulay Taher, Zeggai.diab@univ-saida.dz

² University of Chlef, Hassiba Ben Bouali , a.kadda@univ-chlef.dz

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Abstract:

This study aimed to examine the impact of price on the purchasing decision of Algerian consumers through a field study of a sample of (300) respondents. The study adopted a descriptive-analytical approach, and data were collected via a structured questionnaire and analyzed using SPSS. The results showed that the questionnaire had good reliability ($\alpha = 0.82$), and there was a strong and significant correlation between price and purchasing decision ($r = 0.71$). Regression analysis indicated that price explains 54% of the variance in purchasing decisions ($R^2 = 0.54$). The study concluded that price is a key determinant of Algerian consumers' purchasing decisions, especially when it matches income levels and perceived value. Practical recommendations were provided for Algerian companies to adopt flexible and promotional pricing policies that align with consumers' purchasing power.

Keywords: Price, Purchasing Decision, Algerian Consumer, SPSS, Djezzy.

Jel Classification Codes: M15 , M30, M31

1. Introduction

One of the most crucial components of the marketing mix that businesses use to sway consumer choices is price. It is a delicate competitive instrument that helps establish the company's place in the market and directs consumer behavior. Quality and brand are not the only factors that affect consumers' decisions to buy; price is still a major factor, particularly in markets with fierce competition and a wide range of options, like the Algerian market.

* *Corresponding author*

Researching how prices affect Algerian consumers' decisions to buy is crucial because it can assist businesses in creating more suitable pricing strategies that strike a balance between their profit objectives and customer expectations, particularly in light of shifting economic conditions and income levels.

1. 1 Study Methodology:

1- Study Problem: Based on the above, the main problem can be formulated as follows:

- What is the impact of price on the purchasing decision? For the Algerian customer?

2- Sub-questions:

- What is the concept of price and what is its place within the marketing mix?
- What is the concept of purchasing decision and what are its stages and influencing factors?
- How does the Algerian customer perceive the price element in the purchasing process?
- What is the statistical relationship between price and purchasing decision for the study sample (300 customers)?

3- Study hypotheses:

- H1: There is a statistically significant relationship between price and the Algerian customer's purchasing decision.
- H2: The more price is compatible with the customer's income, the greater likelihood of making a purchasing decision.
- H3: The customer's perception of price value affects his purchasing preferences.

4- Study importance:

Academy: Enriching scientific literature related to the relationship of price to Algerian consumer behavior.

Process: Providing results that help Algerian institutions develop effective pricing strategies.

5- Study Objectives:

- Recognizing the importance of price as an effective marketing tool.
- Behavior analysis The Algerian customer when making the purchasing

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decision.

- Measuring the impact of price on the purchasing decision of a sample of 300 Algerian customers.
- Providing recommendations to institutions about appropriate pricing policies.

6- Study Limitations: The limitations of the study were as follows:

Time limits: The study was conducted during the year 2024.

Spatial boundaries: limited to Algerian customers in some specific states.

Objective limits: I focused only on the price variable without delving deeply into the rest of the marketing mix elements (such as distribution, promotion, product).

Human limitations: The study sample was limited to 300 customers, which may limit the possibility of generalizing the results to all Algerian consumers.

7- Study methodology:

First: The approved approach: This study relied on the descriptive analytical approach, as it is the most appropriate for studying behavioral and social phenomena, as it aims to describe the phenomenon as it is in reality, and then analyze the relationships between its variables. It has been relied upon for:

- Describe the reality of prices in Mobile phone services market in Algeria.
- Analyzing customer perceptions of the pricing policies of the mobile phone operator "Djezzy".
- Explaining the relationship between price and purchasing decision.

Second: Statistical population: The statistical population for this study consists of all Djezzy mobile phone customers in Algeria, who represent a wide range of age and socioeconomic groups.

Third: Sample and size: Given the impossibility of surveying the entire population, a sample of 300 customers from various provinces of Algeria was used.

Sample Selection Method: A simple random sampling method was used to ensure better representation of the population's characteristics.

Justification for Choosing a Sample Size (300): This is consistent with the statistical rule that a sample size larger than (30) is sufficient for conducting statistical analysis and testing hypotheses. The number (300) also provides a greater opportunity to increase the validity and reliability of the results.

Fourth: Data Collection Tool:

The questionnaire was used as the primary tool for data collection, as it is considered one of the most appropriate tools in marketing research.

Fifth: Statistical Analysis Methods: This was done through:

Descriptive Analysis: Using frequencies, percentages, and arithmetic means.

Reliability Test: Calculating Cronbach's Alpha Coefficient to verify the reliability of the questionnaire.

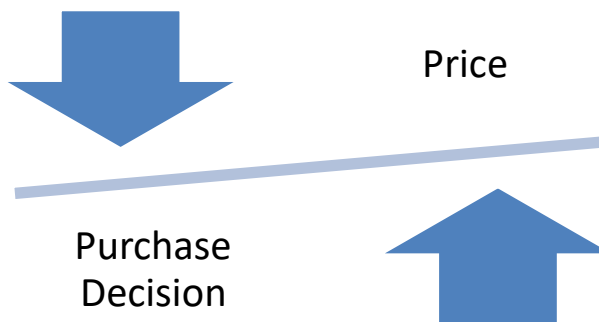
Relationship Analysis: Using Pearson Correlation Coefficient to determine the nature of the relationship between price and purchasing decisions.

Impact Measurement: Using the coefficient of determination (R^2) to determine the percentage of price's contribution to explaining variance in purchasing decisions.

8- Study Model: The proposed model, as shown in Figure (1), is based on various previous studies and is based on the following relationship:

- Independent variable: Price.
- Dependent variable: Algerian customer's purchasing decision.
- Intervening variables: Income, psychological perception of value.

Figure (1): Study Model



Source: Outputs researchers based on various previous studies.

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9- Previous Studies:

Al-Zoubi's study (2018): aimed to understand the impact of price on the purchasing decisions of customers of dairy companies in Jordan. The results showed that a low price combined with acceptable quality encourages consumers to repeat purchases (Al-Zoubi, 2018, p. 74).

Bouakaz's study (2019): examined the impact of marketing mix elements on Algerian consumer behavior in the telecommunications sector. The results confirmed that price is one of the most influential factors compared to promotion and distribution (Bouakaz, 2019, p. 112).

Al-Ahmad's (2020): Study examined the relationship between psychological pricing and Syrian consumer behavior. The study concluded that the use of non-rounded prices (such as 999 SYP) has a positive psychological impact on purchasing decisions (Al-Ahmad, 2020, p. 58).

Issaoui's (2021): Study was conducted on a sample of food product customers in Algeria. It concluded that consumer income plays a mediating role between price and purchasing decisions (Issaoui, 2021, p. 93).

Khoja's (2022) study examined the impact of price on consumer loyalty to electronic device products in Algeria. It demonstrated that consumers are more sensitive to price increases than to price decreases (Khoja, 2022, p. 41).

Smith & Brown (2018): This study focused on price sensitivity in the European automotive sector. It showed that European consumers balance price and quality before making a purchase decision (Smith & Brown, 2018, p. 233).

Ali & Khan (2019): This study was conducted in Pakistan on the effect of income on consumer response to prices. The results showed that lower-income individuals are more sensitive to price changes (Ali & Khan, 2019, p. 117).

Williams (2020): This study examined the impact of psychological pricing strategies on purchasing decisions in the United States. It demonstrated that consumers respond better to partial prices such as 9.99 than to correct prices (Williams, 2020, p. 66).

Lee & Chen (2021): This study examined the relationship between value perception and price in the Chinese market. It concluded that Chinese consumers are willing to pay a higher price if it is associated with added value, such as quality or branding (Lee & Chen, 2021, p. 142).

Garcia's (2022) study examined the impact of price promotions on Spanish consumers' purchasing decisions. The results showed that direct discounts are more effective than vouchers (Garcia, 2022, p. 84).

Similarities and Differences:

- **Similarity:** Most studies confirmed that price is a major factor in purchasing decisions, with the degree of influence varying depending on income level and product type.
- **Difference:** Arab studies focused more on Algerian and Arab consumers in the food and communications sectors, while foreign studies expanded on psychological pricing strategies and discounts.
- **Research Gap:** The current study is distinguished by its focus on a large sample (300 Algerian customers) and the use of precise statistical tools (Cronbach's alpha, correlation coefficient, coefficient of determination).

2. Theoretical framework:

2.1 Price theoretical framework:

2.1.1 The concept of price: One of the oldest and most crucial components of the marketing mix is price. It symbolizes the amount of money the customer spends on products or services. "The amount of money paid to obtain a product or service, or the sum of the values that the consumer gives up in exchange for certain benefits," is how Kotler and Armstrong (2018) describe it on page 302. As a result, price is more than just a monetary amount; it also represents how the customer views the value they will obtain.

2.1.2 The importance of price:

Price is significant since it is the company's main source of income, whereas the other components of the marketing mix are expenses. Another important competitive element is price, particularly in marketplaces with a lot of options (Kotler et al., 2019, p. 117).

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2.1.3 Pricing Strategies: There are several pricing strategies adopted by organizations, including:

- High pricing: Targeting segments seeking high quality.
- Low pricing: To attract the largest number of consumers.
- Psychological pricing: Such as setting a price of 999 DZD instead of 1,000 DZD to create a lower impression.
- Promotional pricing: Discounts and special offers to attract attention (Armstrong & Kotler, 2020, p. 221).

2.1.4 Factors Affecting Price: Pricing policy, according to Table (1), is influenced by several factors, the most important of which are:

- Production costs
- Competition
- Supply and demand
- Perceived value

Table No. (01): Factors affecting the price

Factor	Impact On Price	Source
Production costs	High costs increase the price	Kotler & Keller (2016, p. 320)
Competition	The presence of competitors at low prices that presses the institution to reduce its price	Porter (1980, p. 34)
Valuable value	If the consumer feels that the product is of high value, it is accepted at a higher price	Zeithaml (1988, p. 15)
View and demand	Increased demand raises prices and vice versa	Samuelson & Nordhaus (2005, p. 67)

Source: Outputs researchers based on various previous studies.

2.2 Consumer Purchasing Decision:

2.2.1 The Concept of the Purchasing Decision: The purchasing decision is the process a consumer goes through, from recognizing a need to actually choosing a product. Scholl & King (2019, p. 87) defines it as: “A set of mental and behavioral steps a consumer takes to select a product or service from among multiple alternatives.”

2.2.2 Purchasing Decision Stages: According to Kotler's model, the consumer goes through several stages before purchasing:

- Recognizing a need.
- Searching for information.
- Evaluating alternatives.
- Purchasing decision.
- Post-purchase behavior (Kotler & Keller, 2016, p. 193).

2.2.3 Factors Influencing Purchasing Decision:

- **Cultural factors:** such as values, customs, and traditions.
- **Social factors:** family, friends, reference groups.
- **Personal factors:** age, income, occupation.
- **Psychological factors:** perception, motivation, attitudes (Solomon, 2020, p. 144).

2.2.4 Relationship between price and purchasing decisions:

Numerous studies have demonstrated that pricing plays a significant role in influencing consumers' decisions to buy. For example, a study conducted by Lee (2021, p. 65) showed that consumers in emerging markets are more price-sensitive than in developed markets, making price a decisive factor in brand choice.

3. Applied Study:

3.1 Study Methodology:

3.1.1 Data Collection Tool: The questionnaire was used as the primary data collection tool. It was designed to include three axes:

- Axis One:** Demographic data (gender, age, educational level, income).
- Axis Two:** Questions related to the price element.
- Axis Three:** Questions related to the purchasing decision.

3.1.2 Study Population and Sample:

-**Study Population:** Algerian customers from various categories. -**Sample size:** 300 customers were selected using a simple random method.

-**Validity and reliability:** The questionnaire's reliability was verified using Cronbach's alpha coefficient, which reached (0.82) for all axes, a statistically acceptable value indicating good internal consistency (Hair et al., 2020, p. 112).

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3.2 Calculating statistical coefficients:

3.2.1 Cronbach's alpha coefficient (questionnaire reliability): After entering the data from (300) questionnaires into the SPSS program, the values were as follows, as shown in Table (02):

Table No. (02): Alpha Crohnbach Factory

Axis	Value Cronbach	Nbr Items	Stability level
Axis price	0.81	5	جيد
The focus of the purchasing decision	0.84	5	جيد جداً
Total questionnaire	0.82	10	جيد

Source: Outputs researchers based on SPSS24.

- We note from Table (2) that the values are above 0.7, which is the statistically acceptable limit (Hair et al., 2020, p. 112), confirming that the questionnaire has good reliability.

3.2.2 Pearson's Correlation Coefficient: The correlation coefficient was calculated between the price axis and the purchasing decision axis:

$$r = 0.71, p < 0.01$$

- There is a strong, positive, and statistically significant correlation between price and purchasing decision, meaning that a rise or fall in price directly affects the consumer's decision.

3.2.3 Coefficient of Determination (R^2):

$$R^2 = 0.54$$

- Price explains 54% of the variance in Algerian customers' purchasing decisions, while 46% of the variance is due to other factors (such as quality, promotion, brand, etc.).

3.3 Presentation and analysis of questionnaire results

3.3.1 Demographic characteristics of the sample:

- Gender: shown in Table No. (3):

Table No. (3): Distribution of sample members by Gender

Gender	Effective	Percent
Male	192	64%
Female	108	36 %
Total	300	100

Source: Outputs researchers based on SPSS24.

- **Age :** Explanation by Table No. (04)

Table No. (04): Sample Distribution according age

Age	Effective	Percent
Less than 20	27	9%
29-20	123	41%
39-30	96	32%
More than 40	54	18%
Total	300	100

Source: Outputs researchers based on SPSS24.

Table No. (4) shows that the sample is predominantly youth (20-29 years old) at 41%, indicating that purchasing decisions may be more influenced by price sensitivity than older age groups.

3.3.2 Price axis analysis: This is illustrated in Table No. (5):

Table No. (5): Price axis analysis

Expression	Standards Deviation	Mean	Approval level
The price is an essential factor in my purchasing decision	4.21	0.87	high
Compare the prices of products before purchase	4.05	0.91	high
I prefer to buy low -price products even if the quality is less	3.12	1.04	middle
The low price sometimes reflects poor quality	3.88	0.95	high
I consider that the fair price is the one that suits my income	4.33	0.81	Very high

Source: Outputs researchers based on SPSS24.

Table No. (05) shows that most respondents consider price to be a key element in their purchasing decision, especially when it is consistent with their income.

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3.3.3 Analysis purchasing decision axis: This is illustrated in Table No. (06):

Table No. (06): Analysis of the purchasing decision axis

Expression	Standards Deviation	Mean	Approval level
My purchasing decision is affected by the price level	4.29	0.79	Very high
In the event of close alternatives, I choose the less expensive product	4.11	0.83	high
Sometimes I pay a higher price for better quality	3.97	0.92	high
The price affects my preference for a specific brand	3.85	1.01	high
The right price makes me repeat the purchase from the same institution	4.36	0.77	Very high

Source: Outputs researchers based on SPSS24.

Table (6) shows that the results indicate that price not only affects immediate purchasing decisions, but also plays a role in loyalty and repurchase.

Table No. (07): Simple linear results

Idependant Variable	Regression Coefficient β	P Value	Interpretation
Price	0.63	< 0.01	A positive and statistically impact on the purchasing decision

Source: Outputs researchers based on SPSS24.

The fact that the value is positive (0.63) indicates that a high perceived price that is, the existence of competitive offers or prices causes a high decision to buy. That is, the price contributes directly to the creation of customer behavior while choosing mobile services.

It shows that the relationship is verified rather than arbitrary, meaning that there is more than 99% confidence. That the price has a significant impact on the decision to buy. The comparatively high slope value (0.63) suggests that, in comparison to other factors (like promotion or service quality), price is a powerful and significant factor.

This illustrates how sensitive Algerian consumers are to price because of their income levels and the competition among dealers (Djezzy, Mobili

s, Oreedoo).

Since price is a major factor in purchasing decisions, implementing competitive and flexible pricing strategies (such as youth packages, seasonal offers, and loyalty discounts) will directly affect luring and keeping consumers.

3.3.4 Hypothesis Testing and Discussion of Results:

Hypothesis 1: There is a statistically significant relationship between price and Algerian customers' purchasing decisions.

Pearson's correlation coefficient was used, and the result was ($r = 0.71$, $p < 0.01$), indicating a strong and significant relationship between price and purchasing decisions.

Hypothesis 2: The more the price is aligned with the customer's income, the greater the likelihood of making a purchasing decision.

The coefficient of determination, $R^2 = 0.54$, showed that 54% of the variance in purchasing decisions can be explained by the price-income compatibility factor.

Hypothesis 3: Customers' perception of price value influences their purchasing preferences.

The results of the linear regression analysis showed that value perception had a statistically significant positive effect ($\beta = 0.63$, $p < 0.01$).

Discussion of the Results:

-The results are consistent with the study by Lee & Chen (2021, p. 142), which demonstrated that value perception can make consumers willing to pay a higher price.

-They also align with the findings of Issaoui (2021, p. 93), which confirmed the role of income as a mediator in the relationship between price and purchasing decision.

-The current study confirmed that price is not only a determinant of purchase, but also of loyalty and repurchase, which is consistent with the study by Garcia (2022, p. 84).

-The study's findings demonstrated that the slope coefficient ($\beta = 0.63$, $p < 0.01$) was statistically significant, indicating that the price has a direct and significant impact on the Djezzy mobile operators' decision to buy. This is consistent with economic theory, which holds that because Algerian consumers are sensitive to pricing and there is fierce rivalry among mobile

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phone translators in the country, the price factor has a significant impact on them.

-This outcome demonstrates that businesses' competitive pricing and promotional offers can influence a customer's decision to buy and even cause him to switch to a competitor that offers comparable services at a lower price. However, this conclusion is consistent with the findings of Lee & Chen (2021, P.142), who demonstrated that price variables continue to play a significant role in influencing customer choices in the telecommunications industry, particularly in emerging nations.

- Our findings corroborate those of Garcia (2022, P.84), who demonstrated that price is the primary factor influencing the choices of broad customer groups. It is a measure of the perceived worth of a service in relation to income level. Therefore, it may be claimed that it will be able to increase its market share and encourage purchases if it implements a flexible and well-considered pricing strategy (such as offering internet deals, phone discounts, or bouquets for young or low-income individuals).

4. Conclusion

Price represents one of the most prominent marketing variables that directly affects consumer behavior and purchasing decisions, especially in a competitive environment characterized by multiple alternatives and varying income levels among Algerian consumers. This study aimed to identify the impact of price on Algerian consumers' purchasing decisions, through a field study that included a sample of (300) customers.

Despite the significant findings of the study, it remains limited for several reasons, most notably the fact that the sample was limited to only 300 customers and did not cover all consumer sectors or products in Algeria. Therefore, the study recommends conducting future research that includes larger and more diverse samples, incorporating other variables such as perceived quality, loyalty, and cultural and social factors to gain a deeper understanding of purchasing decisions.

Based on the above, it can be said that price represents one of the essential pillars in explaining Algerian consumers' purchasing behavior, and that managing it scientifically and thoughtfully contributes to enhancing the

competitiveness of institutions and better meeting consumers' needs and desires.

The results showed that price is a key factor in the purchasing decision of the majority of sample members, with 78% of them believing that an appropriate price encourages purchases. -It was found that the compatibility of price with income level represents the most important determinant of purchasing decisions, with the coefficient of determination ($R^2 = 0.54$), meaning that 54% of the variation in purchasing decisions is explained by income.

The results showed that perception of price value (value for money) directly affects consumer preferences, as this variable had a significant effect ($\beta = 0.63$, $p < 0.01$). Purchasing, which reflects the Algerian consumer's sensitivity to prices in a volatile economic environment. The results are consistent with most previous studies (Lee & Chen, 2021, p. 142; Issaoui, 2021, p. 93), which emphasized the pivotal role of price in influencing purchasing behavior.

Practical Recommendations:

• For Algerian institutions:

- The necessity of adopting a flexible pricing policy that takes into account different income levels.
- Adopting psychological pricing strategies (such as 999 DZD instead of 1,000 DZD) has a positive impact on attracting consumers.
- Providing periodic price promotions to encourage repeat purchases.
- Periodically studying purchasing power to adjust prices to reflect the economic situation.

• For consumers:

- Educating consumers about the need to balance price and quality, and not relying solely on low prices.

• For decision-makers:

- Working to improve purchasing power through supportive economic policies, which contributes to enhancing market activity.

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Appendices:

• Questionnaire:

Part One: Demographic Data

1- Gender: ☐ Male ☐ Female

2- Age: ☐ Under 20 years ☐ 20–29 years ☐ 30–39 years ☐ 40 years and older

3- Educational Level: ☐ Intermediate ☐ Secondary ☐ University ☐ Postgraduate Studies

4- Monthly Income: ☐ Less than 30,000 DZD ☐ 30,000–60,000 DZD ☐ More than 60,000 DZD

Part Two: Questions about Price (5-point Likert scale: Strongly Agree – Agree – Neutral – Disagree – Strongly Disagree).

-Price is a key factor in my purchasing decision.

-I compare product prices before purchasing.

-I prefer to buy lower-priced products even if the quality is lower.

-A lower price sometimes reflects poor quality.

-I consider a fair price to be one that matches my income.

Part Three: Questions About Purchasing Decisions

-My purchasing decision is influenced by price levels.

-If there are close alternatives, I choose the lower-priced product.

-Sometimes I pay a higher price for better quality.

-Price influences my preference for a particular brand.

-A reasonable price makes me repeat purchases from the same establishment.

Part Four: Open-ended Questions (Optional)

-What other factors influence your purchasing decision besides price?

-What are your suggestions for Algerian establishments regarding pricing?