



IMPACT OF BRAND IMAGE, BRAND TRUST AND PERCEIVED QUALITY ON CONSUMER BEHAVIOUR - EMPIRICAL EVIDENCE FROM SAUDI ARABIA

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Abstract

The purpose of the study was to examine the impact of brand image, perceived quality, and brand trust on consumer behaviour. A descriptive study was organized. The results were drawn on the basis of empirical data collected by administering close ended questionnaire to current customers of Jarir book store. Online questionnaire was distributed through the WhatsApp and emails. The results of correlation showed that all the three independent variables under study the brand image, brand trust, and perceived quality had statistically significant and strong correlation with consumer behaviour. The regression analysis showed that the three variables together explained 60.7% of the total variance. Among others brand trust had strongest correlation with the consumer behaviour. The result of the current study was important as it contributes to the existing literature and also can be useful for managerial decision to focus more on brand building as it has strong impact on consumer behaviour.

Keyword: Brand, Brand Image, Perceived quality, Brand Trust, Consumer Behavior



INTRODUCTION

According to Nandan (2005) the brand is established by the company, meaning that the company is responsible for creating a distinctive product with unique features. The term "brand" refers to a set of names, labels, symbols and designs through which customers can identify specific company offerings and distinguish between these offers and other offers from competitors; the brand can be considered a set of functional and emotional values that are unique and can present a unique experience for customers (Wang & Li, 2012). Also, a "brand" is defined as a term, a label, a symbol, a sign, a design, or a combination of those things that are designed to define goods and services produced by a single vendor or group of sellers, to distinguish it from similar and competitive goods and products that are being produced by competitors (Sahin & Baloglu, 2011).

Brands play many roles for people who use a product or service in day to day life. Brands can represent one's identity, personality, beliefs, social connections, culture and history, people often use brands to communicate to others who they are or to represent their self or, people may only use brands as an experience based thinking to help guide choice in a world more and more over-run with options. Without any concern about/having nothing to do with the reason, people commonly figure out the worth, amount, or quality of, instance of buying something for money, and consume their preferred brands (Brick, 2016). The brand image: refers to consumer perceptions and includes a set of consumer beliefs about the brand (Nandan, 2005). Anderson et al. (1994), emphasized that the perceived quality can be considered as the evaluation of the current performance of the company from consumers' viewpoint. It further said that it tends to influence positively their attitudes and behavioural intentions in relations to the supplier. According to Zeithaml (1998), the perceived quality refers to the consumers' judgement of the excellence or the global superiority of a product or of a service.

Consumption is primarily functional and pragmatic. Consumers buy groceries to feed, buy new running shoes to keep in shape, and buy clothes to keep warm. Since these products are necessary for the everyday life of consumers, their absence produces a tension, an increased disparity between the standard of comparison between the consumers' real and ideal states that motivates consumer behavior (Cabell, 2015). According to Ballester & Alemañ, 2000, the concept of trust comes from the analysis of personal relationships, in the field of social psychology, because it is an inherent trait in any meaningful social interaction. This concept has recently become a common problem in marketing literature, due to the emerging relational trends in marketing activities.

Engel et al. (2000) define consumer behaviour as “the activities that are directly involved in the obtaining, consumption, and the disposal of products and services, including the process of decision-making that precede and succeed such actions”. Consumer behavior is defined as the selection, purchase and consumption of services and goods to the satisfaction of the consumer; which consists of several processes, first the consumer tries to find the goods he wishes to consume, then chooses only those goods that have the greatest benefits, then the consumer assesses the available funds that can be unleashed, and finally, the consumer analyzes merchandises prices and makes a decision about which merchandises to consume (Rani, 2014). It is also the apparent behavior of the consumer in terms of perception, pursuit, purchase, use, evaluation, and disposal of products and services for the purpose of meeting his needs and desires (Niu, 2013). The study was conducted with the main objective of finding the role of brand image, brand trust and consumer perceived quality in consumer behavior towards stationery for schools and electronics. The study focused on the Jarir book store, a stationery chain store in Saudi Arabia.

REVIEW OF LITERATURE

Agarwal (2018) investigated the impact of Patanjali’s branding on consumer behavior and perception. The results showed using innovative branding tools such as Ayurveda and swadeshi had strong impact on the perception and behavior of consumers for Patanjali’s brand. Ashraf et al. (2017) investigated the impact of branding on consumer buying behavior in foot wear industry, the results indicated, advertisement created the brand image and increased the preference to purchase the brand, and it also had impact on the brand loyalty. Samara & Makhoul (2017) found that the religious commitment directly affected the behavior of the consumers in terms of their desires and options for brands. The consumers preferred to buy from Islamic brands manufactured in Islamic countries over those manufactured in non-Islamic countries. Finally, whenever the brand is readily available it gave the consumer an incentive to buy from them.

Muigal (2017) found brand loyalty, brand awareness and brand associations have positive relationship with consumer buying behavior. The study advised smartphone companies to maintain brand recognition and brand recall levels of brand awareness, also to achieve top of mind awareness in the minds of their consumers with link to positive indication like credibility which eventually leads to loyalty to the brand. According to Akkucuk & Esmaili (2016) the factors behind smartphone purchase decisions (Apple, Samsung, LG, HTC, General Mobile, Sony, Nokia, Vestel, Asus, Blackberry, Casper and Microsoft) of consumers were mainly influenced by brand loyalty and brand awareness. It seemed that perceive quality and brand

association did not influence purchase decisions. Brand awareness was a critical factor in the consumer behaviour, if the customer heard about a brand name, and he felt comfortable at the time of decision making, he would like to buy a known brand instead of unknown brand.

Tekin et al (2016) found that consumers consider the product quality, style, price, satisfaction and past experience with the brand as their most important standards for deciding to buy or not to buy from luxury brands, also the brand image was enough powerful either to create a product or wipe it from consumer markets. Chovanová et al (2015) examined the influence of brand on consumers to purchase a product. The researchers found that age and quality of the product influenced the purchase and preference of brand. The findings of study by Mwambusi (2015) showed that branding had strong, positive influence and highly important relationship with customer buying behavior, respondents also clarified that premium price is the first and most important factor affecting the buying behaviors and brand choices. Riaz (2015) showed that males are more brand conscious than females. According to Zhang (2015) brand image does not exert any direct impact on customer loyalty, but can affect customer loyalty through customer satisfaction. However, although the positive impact of the brand image on customer loyalty and satisfaction is evident, there are still minor differences between various researches. Specifically, some studies prove that the image of the brand not only affect the loyalty of customers directly, but also affect it through other mediating factors.

Schultz & Jain (2015) found that Indian consumers perceive luxury brands to be aesthetic, hedonic, premium quality and the country of origin do affect their perception of the product. Consumers are value conscious but not necessarily price sensitive. Indian consumers seem to be ready to pay more for better value. Country of origin only affects the consumers' perception and does not influence the actual purchase of luxury brands. Luxury product purchaser's make decisions on the basis of aesthetic, elegance and reflection of self- portrayal, with country of origin playing a secondary role. Baba (2014) found that the consumers were attracted to the packaging and brand name, also consumers were affected by product quality or service, on the other hand, the family, friends and reference groups are affected the purchase decision of consumers.

Makki (2014) investigated the role of branding on consumer behavior in travel motivation, in the context of the luxury hospitality industry. The results showed that the concept of branding allows a company to stand out in its market. It also showed that the location is important characteristic when choosing a luxury hotel, followed by facilities and the level of service. Results also showed hotels considered that loyal consumers are created through exceptional service (supply side), and as the demand side result showed that the loyalty ranged between committed and non-committed guests. Finally, significance of loyalty and value, are

both very important for any luxury hotel for continuance in market. Malik & Gupta, (2014) found a celebrity endorser played significant role in persuading people in both the personal care products and food products categories. Celebrity endorsers play the role of "initiator" and "influencer" in the consumer's buying process. The trust worthiness of a celebrity is the most important and necessary feature of the celebrity. A trustworthy celebrity can develop people's trust in the brand.

Petrauskaite (2014) examined the impact of brand image on consumer purchase behavior in buying footwears. It found that celebrity advertising and shoes style are more effective, it also showed that advertising impacted on brand image through a consumer perspective. Fianto et al. (2014) found, brand image had significant impact on the purchase behavior. The trust of brand had mediating role. Brand image directly or even through the mediating effect of brand trust have predominant role to impact purchase behavior. Bian & Moutinho (2011) examined the impact of perceived brand image, direct and indirect effects of product involvement and product knowledge on consumer behaviour of counterfeits in the context of non - deceptive counterfeiting. It found that consumers may purchase counterfeit branded products willingly even in high production situations. The one possible explanation for this result is that consumer purchase behavior of counterfeit branded products may vary according to different using situations, as consumers may buy different versions of a brand for different using situations or purposes. It is not necessary to say that when product involvement is high, consumers are having general negative perceptions of counterfeit branded products attributes, benefits, and even brand personality. Regardless of it having been reported that improving consumers' knowledge of branded product is a means commonly adopted by branded products owners to obstruct counterfeit branded products, it is not recommending to allocate resources to improve consumers' knowledge of a product with the aim to curb demand for counterfeit branded products. Alamgir et al (2010) study show that brand name has strong impact on purchase decision, it also showed that consumers often purchase famous brand cars because they know about of the brand performance and also to show their life style in the society.

CONCEPTUAL FRAMEWORK OF THE STUDY

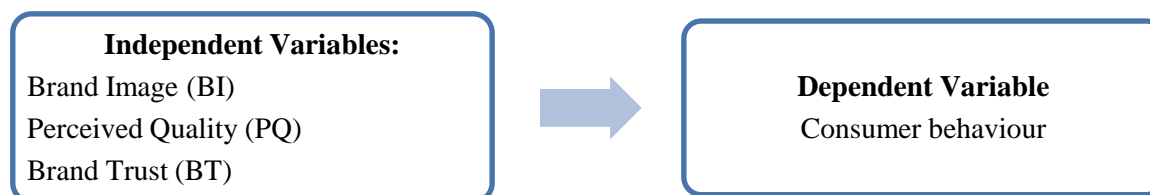


Figure 1 Conceptual Framework

As shown in Figure 1, the conceptual framework of the study investigates the impact of three independent variables namely; Brand Image, Brand Trust and Perceived Quality on Consumer behavior. The proposed equation is:

$$CB = c_1 + c_2BI + c_3PQ + c_4BT + c_5B$$

Where, BI is brand image, PQ is perceived quality, and BT is brand trust. CB is Consumer behaviour.

Based on the above literature review the researchers proposed the following three hypotheses to be tested from the results.

H1: There is statistically significant impact of Brand Image on consumer behaviour

H2: There is statistically significant impact of Perceived quality on consumer behaviour

H3: There is statistically significant impact of Brand trust on consumer behaviour

RESEARCH METHODOLOGY

To meet the objective of the research the researchers conducted descriptive and analytical study, which is a quantitative approach and a form of scientific analysis and interpretation, which regulates the description of a phenomenon or a specific problem and capture it quantitatively by collecting codified data and information about the phenomenon or the problem and classifies, analyzes and subjects it to an accurate study. The study is quantitative in nature, which draw results from data collected from respondents in Saudi Arabia.

The data was collected through structured close ended questionnaire. The response was measure on five point Likert scale. The questionnaire focused on exploring the impact of the brand on Consumer behavior in Jarir Book Store in Saudi Arabia. It contained two sections; the first section included demographic questions. The second part comprises of questions about the brand image, perceived quality and brand trust, in addition to questions about consumer behaviours. The main questions focusing on the main topic were related to Brand Image, Perceived Quality, Brand Trust and Consumer behaviour. The questions were selected based on the analysis of the existing literature. The questionnaire was developed and uploaded on google forms. To collect the data the link of the google forms containing the questionnaire was distributed among the customers of Jarir bookstore. The questionnaire had been distributed to consumers through WhatsApp, and emails. The target area for this study was Riyadh city in the Kingdom of Saudi Arabia targeting Jarir book Store consumers. There were 182 completed questionnaires were received.

Statistical Package for Social Science (SPSS) has been utilized to analyze data. Descriptive analysis has been used to describe and analyze the basic features of the sample and measures. Correlation analysis and multiple regression analysis have been employed to

achieve the objective of this study. Cronbach's alpha had been used to test the reliability of the data.

RESULTS AND DISCUSSIONS

Table 1: Reliability Statistics

Cronbach's Alpha	No of Items
.902	4

The acceptable reliability coefficient of data is 0.7. Table 1 show that the Cronbach's Alpha coefficient is 0.902, which is much higher than the acceptable value, indicating the high reliability of the data.

Table 2 presents the demographic profile of the respondents on three variables gender, age and education.

Table 2: Demographic Profile

Variable	Frequency	(% of total)
Gender		
Male	24	13.2
Female	158	86.8
Total	182	100.0
Age		
Under 20	46	25.3
20-40	95	52.2
Above 40	41	22.5
Total	182	100.0
Level of education		
High school or below	44	24.2
Bachelor's degree	121	66.5
Master degree or above	17	9.3
Total	182	100.0

As shown in table 2, majority of the respondents (86.8%) were females. The male respondents were only (13.2%). The results further show that majority of the respondents (52.2%) were in the age group of 20 to 40 years and it further showed 66.5% had bachelors' degree.

Descriptive Analysis

Table 3: Descriptive Results

	N	Mean	Std. Deviation
Brand Image	182	3.3695	.85709
Perceived Quality	182	3.7418	.89578
Brand Trust	182	3.4473	.95800
Consumer behaviours	182	3.1978	.94315

Table 3 presented the descriptive results. The mean value explained the central tendency of responses for variables. The mean value for Brand image was 3.3695, for Perceived quality 3.7418, and Brand trust was 3.4473 respectively. According to Likert scale (1 to 5 scale), it points that the majority of the respondents agreed to the fact that Jarir Book Store's brand image, perceived quality, and brand trust was good. The mean for Consumer behaviours is equal to 3.1978, which reflects Consumer's preference in purchasing from Jarir book store.

Table 4: Correlations

		Brand image	Perceived quality	Brand trust	Consumer behaviours
Brand image	Pearson Correlation	1	.740**	.645**	.683**
	Sig. (2-tailed)		.000	.000	.000
	Sum of Squares and Cross-products	132.963	102.867	95.872	99.979
	Covariance	.735	.568	.530	.552
	N	182	182	182	182
Perceived quality	Pearson Correlation	.740**	1	.714**	.713**
	Sig. (2-tailed)	.000		.000	.000
	Sum of Squares and Cross-products	102.867	145.238	110.971	109.078
	Covariance	.568	.802	.613	.603
	N	182	182	182	182
Brand trust	Pearson Correlation	.645**	.714**	1	.693**
	Sig. (2-tailed)	.000	.000		.000
	Sum of Squares and Cross-products	95.872	110.971	166.114	113.299
	Covariance	.530	.613	.918	.626
	N	182	182	182	182
Consumer behaviours	Pearson Correlation	.683**	.713**	.693**	1
	Sig. (2-tailed)	.000	.000	.000	
	Sum of Squares and Cross-products	99.979	109.078	113.299	161.004
	Covariance	.552	.603	.626	.890
	N	182	182	182	182

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

The Correlation Analysis

The correlation between the dependent and the independent variables is shown in the table 4. The dependent variable in this study is the Consumer behaviour, while the independent variables are the brand (brand image, perceived quality, and brand trust). The Pearson correlation between the consumer behaviours and the brand image is very strong and positive in nature that is reflected by the high *r-value* of 0.683 (*p value*- .000). Thus, strengthening the brand image is related to an increase in consumer behaviours, and a decrease in the brand image is also associated with a decrease in consumer behaviours. *Thus based on the results, the hypothesis "There is statistically significant impact of brand image on consumer behaviour" is accepted.* There is also a statistically significant, strong positive relationship between consumer behaviours and perceived quality, with *r-value* of 0.713 (*P value* - .000). This implies that consumer behaviours are highly influenced by perceived quality, in such a way that the higher the level of perceived quality in the products, increased consumer behaviours. *Thus based on the results, the hypothesis "There is statistically significant impact of perceived quality on consumer behaviour" is accepted.* The brand trust as well had a strong positive correlation with consumer behaviours with *r-value* of 0.693. It has been revealed that the perceived quality and brand trust have a major impact on consumer behaviours. The Sig (2-Tailed) value between the brand image, perceived quality, and brand trust with consumer behaviours equal to 0.000 that is less than 0.05 which mean there is a significant correlation between independent variables with consumer behaviours. *Thus based on the results, the hypothesis "There is statistically significant impact of brand trust on consumer behaviour" is accepted.*

Multiple Regressions

Table 5: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.779 ^a	.607	.600	.59637	1.910

a. Predictors: (Constant), Brand Trust, Brand Image, Perceived Quality

b. Dependent Variable: Consumer behaviours

The results in Table 5 present the model summary of multiple correlation coefficients. R value is 0.779 which indicate good level of prediction of the dependent variable: consumer behaviour. Also, R square is equal to 0.607, implying that the independent variables: brand image, perceived quality, and brand trust, explain 60.7% of the variations in the dependent variable:

consumer behaviour. The regression model well-fits the data due to that adjusted R square is less than R square with a very small difference, where it equals 0.600 as shown in the table. The Durbin-Watson = 1.910, which is between the two critical values of 1.5- 2.5 and is close to 2. Thus, there is no strong evidence of autocorrelation problem. Table 6, presents the ANOVA results. It shows that the results are statistically significant.

Table 6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.698	3	32.566	91.566	.000 ^b
	Residual	63.306	178	.356		
	Total	161.004	181			

a. Dependent Variable: Consumer behaviours

b. Predictors: (Constant), Brand Trust, Brand Image, Perceived Quality

CONCLUSION

The main objective of the study was to find out the impact of brand image, brand trust and perceived quality on the consumer behaviour. From the results it can be concluded that the three independent variables under study sufficiently influence the consumer behaviour. The Pearson correlation between brand image, perceived quality and brand trust with consumer behaviours is considerably strong and positive in nature indicating strong impact of the brand on consumer behavior. Also, the study finds that brand trust had a higher impact than other variables on consumer behaviour. The impact of the brand on consumer behavior has been emphasized in the previous literature.

The finding of the study matches with the findings of others such (Mwambusi, 2015) the branding has a strong, positive influence and highly important relationship with customer buying behavior. Like the findings of Agarwal (2018), Ashraf et al., (2017) and Samara & Makhoulf the current study also supports the findings that brand in general impact the consumer behaviour. Individually a variable such as perceived quality of the product had positive impact on consumer behaviour (Tekin et al., 2016). Like the findings of Petrauskaite (2014) and the findings of Fianto et al., (2014) the findings of the current research supports that the brand image impacts the consumer behaviour. The third variable under study brand trust impacts the consumer behaviour more than others. As Malik and Gupta (2014) found a celebrity endorser played significant role in persuading people. The trust worthiness of a celebrity was the most important feature which was associated with the trust of the brand.

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APPENDIX

A: Questionnaire

The Impact of the Brand Image, Brand Trust and Perceived quality on Consumer Behavior – empirical evidence from Saudi Arabia

Section One: Demographic Profile

Please select the item representing the most appropriate responses for you in respect of the following items.

Gender	<input type="radio"/> Male	<input type="radio"/> Female	
Age	<input type="radio"/> Under 20	<input type="radio"/> 20–40	<input type="radio"/> 40-above
Level of education	<input type="radio"/> High school or below	<input type="radio"/> Bachelor's degree.	<input type="radio"/> Master's degree or above.

Section Two: About Jarir Book Store

Please select the most appropriate responses, using the following scale.

Brand Image	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1. Jarir Book Store is a famous brand					
2. I don't mind paying high price for the Jarir brand					
3. I have a good image of Jarir Book Store					
4. I feel distinct from others when buying from Jarir Book Store					
Perceived Quality	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
5. Jarir Book Store is high quality brand					

6. In comparison to alternative brands Jarir Book Store is the best					
7. Jarir Book Store provides globally known products					
8. Jarir products live to more years with me					
Brand Trust	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
9. I trust Jarir Book Store products because they maintain competitive prices					
10. I trust Jarir Book Store products because they're after sale services are good					
11. I trust Jarir Book Store products because their customer treatment is courteous					
12. I trust Jarir Book Store products because they mean to me buying the more guaranteed					
13. I trust Jarir Book Store products because their return and refund policy are good					
Consumer behaviours	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
14. I always purchase from Jarir Book Store					
15. Jarir Book Store is the first choice when I think to buy a books					
16. Jarir Book Store is the first choice when I think to buy Stationery					
17. Jarir Book Store is the first choice when I think to buy electronics					
18. I recommend others to buy from Jarir Book Store					
19. I am loyal customer for Jarir Book Store					
20. I intend to buy from Jarir book Store in near future					
21. providing an online purchase of Jarir Book Store make it easier					

Thank you very much for your time and cooperation