THE EFFECT OF CONSUMER TRUST AND PERCEIVED VALUE ON PURCHASE INTENTION OF ONLINE THRIFT SHOPS IN MANADO

PENGARUH KEPERCAYAAN KONSUMEN DAN NILAI YANG DIRASAKAN TERHADAP MINAT BELI DI THRIFT SHOP ONLINE DI MANADO

By:
Dzaky Khairy Fandy[1]
David P. E. Saerang[2]
Emilia M. Gunawan[3]

[123]International Business Administration, Management Department
Faculty of Economics and Business,
Sam Ratulangi University, Manado

E-mail:
[1]dkhairy16@gmail.com
[2]dpesaerang@gmail.com
[3]emilia_gunawan@unsrat.ac.id

Abstract: The better the seller's appeal to consumer purchase intention, the stronger the consumer's trust in the seller and the value of the product. Competitors will find it increasingly difficult to match consumer trust and perceived value in a product or service. As a result, to compete in the market, a company or business must think creatively and implement new strategies to compete in the market. Consumer trust and perceived value are two types of marketing strategies that might influence consumer purchasing intentions. This study aims to analyze and gain a more comprehensive understanding of the effect of Consumer Trust and Perceived Value on Purchase Intention of online thrift shops in Manado. The researcher conducted this research through quantitative methods. The multiple linear regression analysis methods are used to analyze the effect of the independent variable on the dependent variable. This study conducts with 100 people from Generation Z who have the intention to make purchases in online thrift shops in Manado as the respondents. The Result of this study found that consumer trust and perceived value partially and also simultaneously have a significant positive effect on purchase intention of online thrift shops in Manado.

Keywords: consumer trust, perceived value, purchase intention

Abstrak: Semakin baik daya tarik penjual terhadap minat beli konsumen, maka semakin kuat kepercayaan konsumen terhadap penjual serta nilai produk. Pesaing akan semakin sulit untuk mencocokkan kepercayaan konsumen dan nilai yang dirasakan dalam suatu produk atau layanan. Akibatnya, untuk bersaing di pasar, perusahaan atau bisnis harus berpikir kreatif dan menerapkan strategi baru agar dapat bersaing di pasar. Kepercayaan konsumen dan nilai yang dirasakan adalah dua jenis strategi pemasaran yang mungkin mempengaruhi minat beli konsumen. Penelitian ini bertujuan untuk menganalisis dan memperoleh pemahaman yang lebih komprehensif tentang pengaruh Kepercayaan Konsumen dan Nilai yang Dirasakan terhadap Minat Beli thrift shop online di Manado. Peneliti melakukan penelitian ini melalui metode kuantitatif. Metode analisis regresi linier berganda digunakan untuk menganalisis pengaruh variabel bebas terhadap variabel terikat. Penelitian ini dilakukan dengan 100 orang dari Generasi Z yang memiliki minat untuk melakukan pembelian di thrift shop online di Manado sebagai responden. Hasil penelitian ini menemukan bahwa kepercayaan konsumen dan nilai yang dirasakan secara parsial dan simultan berpengaruh positif signifikan terhadap minat beli thrift shop online di Manado.

Kata kunci: kepercayaan konsumen, nilai yang dirasakan, minat beli

INTRODUCTION

Research Background

Thrift clothes are now starting to be in demand as a substitute for fashion items which if purchased directly from the store are undeniably expensive. This is made easier by the era of globalization when people have entered the modern era marked by the development of communication technology. Causing change, for example from an economic point of view, the public or specifically thrift clothes seller can use to market or inform the product through it and create the consumer purchase intention by the potential buyer. Purchase intention is influenced by the value of the product being evaluated, if the benefits that are felt are greater than the sacrifice to get it, then the incentive to buy it is higher. Factors that influence purchase intention include trust and perceived value. Trust is very important because the increasing complexity of the technology transaction makes conditions more uncertain. Furthermore, perceived value is one of the consumer factors for buying interest in an online thrift shop where consumers expect the benefits that customers will get from the clothes offered. The existence of consumer trust and perceived value will lead to consumer purchase intention.

Research Objective

The research objectives are to identify the significant effect of:
1. To find out the influence of consumer trust toward purchase intention partially.
2. To find out the influence of perceived value toward purchase intention partially.
3. To find out the influence of consumer trust and perceived value toward purchase intention simultaneously.

THEORETICAL REVIEW

Marketing

Kotler and Armstrong (2004) defined marketing as a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing involves satisfying customer needs. Meanwhile, according to David (2009), Marketing can be described as the process of defining, anticipating, creating, and meeting the needs and desires of consumers for products and services.

Consumer Behavior

Solomon (2009) stated that consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Most marketers now recognize that consumer behavior is in fact an ongoing process, not merely what happens at the moment a consumer hands over money or a credit card and in turn receives some goods and services. People generally think of a consumer as a person who identifies a need or desire, makes a purchase, and then disposes of the product during the three stages in the consumption process. In many cases, however, different people play a role in this sequence of events.

Purchase Intention

The term purchase intention is broadly treated as a predictor of purchase. Purchase intention represents the likelihood that an individual will purchase a particular product based on the interaction between customer needs, attitude and perception towards the product or brand (Beneke et al., 2016). Purchase intention can be considered as a consumer's interest to buy a particular product (Ariffin et al., 2018).

Consumer Trust

Macintosh and Lockshin (1997) defined trust as one party's confidence in an exchange partner's reliability and integrity. Trust is the foundation of a business. A business transaction between two parties or more will happen if each of you trusts the other. Trust can not just be recognized by other parties/business partners, but must be built from scratch and can be proven. Trust has long been considered as a catalyst in many buyer-seller transactions that can provide consumers with high expectations of satisfying exchange relationships (Yousafzai et al., 2003).

Perceived Value

Perceived value is a complex concept, and there is no consensus in the literature on its definition and characteristics (Sánchez-Fernández and Iniesta-Bonillo, 2007). One of them is that perceived value involves a general assessment made by the consumer regarding the utility of a product or service, based on the perceptions of what is received and what is paid for (Zeithaml, 1988). Perceived value relates to marketing strategies such as (cross-cultural) market segmentation, product differentiation, and resource allocation (Furrer, Liu, and Sudharshan, 2000).

Previous Research

Isabelle Cristina Galindo Curvelo, Eluiza Alberto de Morais Watanabe, and Solange Alfinito (2019) analyzed the influence of attributes, consumer trust and perceived value on purchase intention of organic food. A descriptive quantitative research was conducted through a survey of 247 valid cases of organic food consumers. For the purposes of analysis, exploratory factorial and linear regression analyzes were chosen. Exploratory factor analysis showed that all tested constructs were valid for the Brazilian context. Linear regression analyses showed that emotional value, consumer trust and the attribute "sensory appeal" affect the purchase intention of organic food. Emotional value had a stronger relationship and sensory appeal showed a negative relationship with purchase intention.

Hui Chen (2012) focused on the factors influencing online buying intention. The aim of this research is to find out perceived value and trust's influence on online buying intention, which combined several pervious researches' result. Perceived value is measured by perceived value and perceived product sacrifice, trust is measured by ability, benevolence and integrity. Based on survey to 238 college students, the author analyzes the questionnaire data with SPSS 15.0 and LISREL 8.8. The results show that perceived value and perceived product sacrifice have significantly influence on online shopper's buying intention. On the other hand, ability and benevolence also have positive effect on online shopper's buying intention. But integrity, as a part of trust, has no significantly influence on online shopper's g intention.

Rieza Firdian Rafsandjani (2018) analyzed the influence of the perception of values and beliefs on purchasing intentions in Shopee. Data were collected from 50 respondents and multiple regression analysis was used to test the relationship between variables. Based on the indicators described on the perception of value that is the value of experimental, functional value, market value and on the belief that is the ability, virtue, integrity then they have a significant partial influence on the purchase intention.
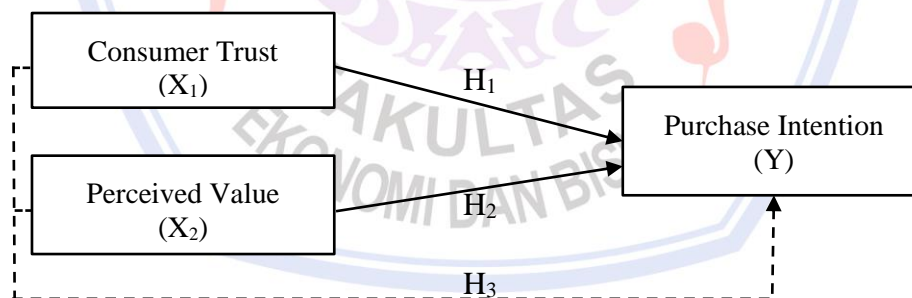
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis

H_1: The influence of consumer trust on purchase intention partially
H_2: The influence of perceived value on purchase intention partially
H_3: The influence of consumer trust and perceived value on the purchase intention simultaneously.

RESEARCH METHOD

Research Approach
This research using quantitative research for data collection. Quantitative research is a process of finding knowledge that uses data in the form of numbers as a means of analyzing information about what you want to know (Kasiram, 2010). Quantitative approaches are also methods that work with numbers, whose data are numbers (scores, ranks, or frequencies), which are analyzed using statistics to answer specific research hypotheses, and to predict that certain variables affect other variables (Cresswell in Alsa, 2003).

Population, Sample Size, and Sampling Technique
The population in this study is all people who have the intention to purchase in online thrift shops in Manado. The sample size of the research will be 100 people from Generation Z who have the intention to make purchases in online thrift shops in Manado. The sampling technique is purposive sampling because the research did not choose the respondents randomly but the respondent should be the people who have the intention to purchase in online thrift shops in Manado.

Data Collection Method
The type data taken in this research is Primary data, this data the authors take directly from the data sources themselves. In addition to understanding the concepts that are quite complex in formulating conclusions, the authors also use secondary data. Secondary data is data obtained or used by researchers from existing sources. The data used by the author in the form of data collection from previous studies or books and magazines that contain the data the author wants.

Operational Definition of Research Variable
1. Consumer Trust. Consumer confidence in an exchange transaction reliability and integrity. (Indicators: Ability, Benevolence, Integrity, and Dependability)
2. Perceived Value. The overall customer assessment of the usefulness of a product. (Indicators: Functional Value, Economic Value, Social Value, and Emotional Value)
3. Purchase Intention. Represents the likelihood that an individual will purchase a particular product based on the interaction between customer needs, attitude and perception towards the product or brand. (Indicators: Transactional Interest, Referencial Interest, Preferencial Interest, and Explorative Interest)

Validity and Reliability
Validity test use to measure the obtaining data are in line with the research concept. Meanwhile, Reliability test defined as an index that showed how far instrument items can be trusted or dependable.

Multiple Linear Regression Model
According to Narimawati (2008), understanding of multiple linear regression analysis is an association analysis that is used simultaneously to examine the effect of two or more independent variables on one variable depending on the interval scale. The analytical method used is the multiple linear regression models. The formula of multiple regression models in this research as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:
Y   =   Dependent Variable (Repurchase Intention)
α =   Constant
$\beta_1 \ \beta_2$ =   The regression coefficient of each variable
X_1 =   Product Attribute
X_2 =   Consumer Lifestyle
e   =   Error

RESULT AND DISCUSSION

Result
Validity Test
This research use Pearson Correlation formula. The purpose of validity test is to know whether the instrument is valid or not. If the correlation coefficient between the value of one indicator and the total value of all indicators is positive and $\geq R_{table}$ (0.196) then the instrument is considered as valid.

Table 1. Validity Test

Variable	Item	R_{value}	R_{table}	Status
	$X_{1.1}$	0.699	0.196	Valid
Consumer Trust	$X_{1.2}$	0.815	0.196	Valid
(X_1)	$X_{1.3}$	0.817	0.196	Valid
	$X_{1.4}$	0.795	0.196	Valid
	$X_{2.1}$	0.762	0.196	Valid
Perceived Value	$X_{2.2}$	0.678	0.196	Valid
(X_2)	$X_{2.3}$	0.778	0.196	Valid
	$X_{2.4}$	0.788	0.196	Valid
	Y_1	0.764	0.196	Valid
Purchase Intention	Y_2	0.757	0.196	Valid
(Y)	Y_3	0.816	0.196	Valid
	Y_4	0.707	0.196	Valid

Source: Data Processed, 2021

All the total values for each indicator for independent variables (consumer trust, perceived value) and dependent variables (purchase intention) are above R_{table} (0.196). It means all the indicators are valid and can be used on this research.

Reliability Test
The reliability test is used to measure the extent to which an instrument and information can be trusted and in this study, the Cronbach Alpha formula or value is used where if the value is > 0.6, the questionnaire data is declared reliable or consistent, and the higher the value, the status of the questionnaire is declared the more consistent or stronger.

Table 2. Reliability Test

No	Variables	Standard Deviation	Cronbach's Alpha
1	Consumer Trust	0.6	0.787
2	Perceived Value	0.6	0.744
3	Purchase Intention	0.6	0.753

Source: Data Processed, 2021

Table 2 shows the Cronbach's Alpha values of all indicators are above 0.60, it means that all the variables (consumer trust, perceived value, and purchase intention) in this research is considered reliable and can be used to retrieve data.
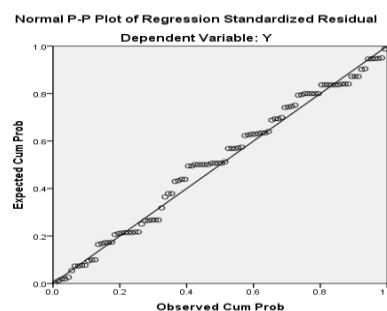
Test of Classical Assumption
Normality Test

Figure 2. Normality Test
Source: Data Processed (2021)

Figure 2 shows that the dots are speard in the direction of the diagonal lines, it shows that the distribution of the data in this research is normally distributed.

Table 3. Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
Consumer Trust	.803	1.245
Perceived Value	.803	1.245

Source: Data Processed, 2021

Table 3 shows that the tolerance and VIF values. The tolerance value of consumer trust and perceived value are more than 0.1. The VIF value is less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.

Heteroscedasticity
Table 4. Heteroscedasticity

			X_1	X_2	Unstandardized Residual
Spearman's rho	X1	Correlation Coefficient	1.000	.442**	-.002
		Sig. (2-tailed)	.	.000	.986
		N	100	100	100
	X2	Correlation Coefficient	.442**	1.000	.063
		Sig. (2-tailed)	.000	.	.533
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	-.002	.063	1.000
		Sig. (2-tailed)	.986	.533	.
		N	100	100	100

Source: Data Processed, 2021

Table 4 shows that the significant value of the variable consumer trust is 0.986 and the variable perceived value is 0.533 and both have a value greater than 0.05. so it can be stated that there is no heteroscedasticity problem.

Multiple Linear Regression Analysis
Table 5. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	1.663	1.673	
Consumer Trust	.465	.095	.418
Perceived Value	.406	.097	.357

Source: Data Processed, 2021

The result in the Table 5 can be expressed in regression equation as:

$$Y = 1.663 + 0.645 X_1 + 0.406 X_2 + e$$

The interpretation of the equation is:
1. Constant value of 1.663 means that in a condition of ceteris paribus, if all independents variables equal to zero, then purchase intention (Y) as dependent variable is 1.663.
2. X_1 coefficient value of 0.465 means that if there is one unit increase in consumer trust (X_1) then purchase intention (Y) will improve and increase by 0.465.
3. X_2 coefficient value of 0.406 means that if there is one unit increase in perceived value (X_2) then purchase intention (Y) will improve and increase by 0.406.

Hypothesis Testing

Table 6. T-Test

Variables	T_{count}	T_{table}	Description
Consumer Trust (X_1)	4.900	1.984	Accepted
Perceived Value (X_2)	4.190	1.984	Accepted

Source: Data Processed, 2021

1. Table 6 shows that t_{count} is 4.900 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count} = 4.900 \geq t_{table} = 1.984$. Since the t_{count} is higher than t_{table} H_1 is accepted. It means that variable consumer trust is significantly influence purchase intention.

2. Table 6 shows that t_{count} is 4.190 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count} = 4.190 \geq t_{table} = 1.984$. Since the t_{count} is higher than t_{table} H_2 is accepted. It means that variable perceived value is significantly influence purchase intention.

Based on the result, in conclusion the two independent variable (consumer trust and perceived value) have a significant influence toward the dependent variable (purchase intention).

Table 7. F-Test

		ANOVAᵃ				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	269.164	2	134.582	37.214	.000ᵇ
	Residual	350.796	97	3.616		
	Total	619.960	99			

Source: Data Processed, 2021

Table 7 shows that in this research the F_{count} is higher than F_{table}, $F_{count} = 37.214 \geq F_{table} = 3.09$, H_3 is accepted. Independent variables consumer trust and perceived value are simultaneously influences purchase intention as dependent variable.

Discussion

The Influence of Consumer Trust on Purchase Intention

The results of the questionnaire that show that online thrift shops in Manado have a good trust issue in the eyes of prospective buyers supported by the results of tests conducted which have shown that the consumer trust partially has a significant and positive influence on purchase intention, which means that consumer trust has a direct influence and an important role in making consumer purchasing intention online thrift shops. This result is agreeable with the previous research by Leerapong (2013) that is, the higher consumer confidence when making online purchases, the higher consumer purchase intention will be created, and vice versa if consumers do not believe in making transactions online, the consumer's buying interest will be lower. This research is also under the results of previous research conducted by Chiu, Huang, and Yen (2010) and Jarvenpaa, Tractinsky, and Vitale (2000) have confirmed a positive relationship between consumer trust and intention in buying online. Through this research, it can be stated that the consumer trust of online thrift shops in Manado is good so that it has a positive effect on purchase intention of online thrift shops in Manado.

The Influence of Perceived Value on Purchase Intention

The perceived value variable has a significant positive effect on purchase intention of online thrift shops in Manado, which means that the perceived value affects purchase intention of online thrift shops in Manado. These results indicate that customers think that the perceived value of online thrift shops in Manado is good, so it will also have a positive effect on purchase intention. The results of the questionnaire stating that thrift shops consumer have a good opinion about the value and feature of thrift shop clothes supported by the results of existing tests that show the perceived value partially has a positive and significant effect on purchase intention, which means the perceived value has a direct effect on consumer purchasing intention online thrift shops in Manado. Research conducted by Chang and Wildt (1994) found that the perceived value of a product affects purchase intention, meaning that consumers' assessment of the benefits of costs when shopping with online sellers. Through this research, it can be stated that the perceived value of online thrift shops in Manado is good so that it has a positive effect on purchase intention of online thrift shops in Manado.

Based on the test results, the independent variables, consumer trust and perceived value simultaneously have a significant effect on purchase intention of online thrift shops in Manado, meaning that consumer trust and perceived value has a positive effect and significant on purchase intention of online thrift shops in Manado. This is following previous research by (Rafsandjani, 2018) which also has research results that show consumer trust and perceived value have a positive and significant influence on the purchase intention of Zalora.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and dicussing, the conclusion are:
1. The result shows that the Consumer Trust partially has a positive and significant effect on Purchase Intention for Online Thrift Shops in Manado.
2. The result shows that the Perceived Value partially has a positive and significant effect on Purchase Intention for Online Thrift Shops in Manado.
3. The result shows that the Consumer Trust and Perceived Value simultaneously have a positive and significant effect on Purchase Intention for Online Thrift Shops in Manado.

Recommendation

Recommendation made as a complement to the research results that can be given are as follows:
1. Online Thrift Shops that sell Thrift clothes can maintain or even further develop a good seller-buyer trust issue and any value dimension of the product, such as quality, the good deal offers, and also provide transactional comfort, etc, to create better consumer trust and perceived value of a product in the eyes of consumers so that it can influence and increase consumers' purchase intention to buy thrift clothes in an online thrift shop.
2. for users and readers, the results of this study, especially those who are interested in marketing or personally as a lesson for business development related to this study which is the effect of consumer trust and perceived value on purchase intention of an online thrift shop, the results of this study can be additional knowledge, especially regarding consumer trust and perceived value on purchase intention.
3. Further researchers can develop this research or simply as a reference by using other methods of examining the consumer trust and perceived value on purchase intention, either through in-depth interviews with respondents or through questionnaires, so that the information obtained can be more varied. Also, further researchers can develop this research by using factors that influence purchase intention, such as digital marketing, perceived risk, event sponsorship, etc**.**

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