



LISBON
SCHOOL OF
ECONOMICS &
MANAGEMENT
UNIVERSIDADE DE LISBOA

MESTRADO EM

MARKETING

MASTER'S FINAL WORK

DISSERTATION

CUSTOMER PERCEPTIONS IN PREMIUM PURCHASE INTENTION

MERCEDES VS. BMW

JOANA MARIA GODINHO GUARDA

NOVEMBER 2020



LISBON
SCHOOL OF
ECONOMICS &
MANAGEMENT
UNIVERSIDADE DE LISBOA

**MESTRADO EM
MARKETING**

MASTER'S FINAL WORK

DISSERTATION

CUSTOMER PERCEPTIONS IN PREMIUM PURCHASE INTENTION

MERCEDES VS. BMW

JOANA MARIA GODINHO GUARDA

SUPERVISION OF:

JOANNA SANTIAGO

NOVEMBER 2020

Acknowledgments

First of all, I am grateful to Professor Joanna Santiago for accepting the invitation to guide me on this long journey, for her availability and support which was essential for the development of this work.

I am also grateful for all the shared knowledge by all the Professors of this Master in Marketing, which helped me to develop solid foundations for this research and enriched my professional curriculum.

This thesis could not have been done without the support of all my friends and family, who were incredibly present and encouraged me, throughout the good and bad moments.

Writing a thesis was a rollercoaster of enthusiasm and work, that inevitably was complicated, demanding, and a truthfully a challenge, and I'm thankful to all, that made it possible.

Thank you all,

There are not enough words to thank you.

Abstract

The changing economic and socio-cultural forces of the last decades have led to a great shift in customers' buying habits in Portugal. Those influences rose the need to comprehend which factors precede customers' Loyalty and will influence its purchase decision. Specifically, in the case of automotive industry, where a wide range of brands becomes greater and a challenge is imposed. This study aims to examine the impact of customer Loyalty in its customers for two car brands, perceived as premium brands, in the Portuguese market – Mercedes and BMW.

The empirical search in this study is of a quantitative nature in which a survey was developed and applied to a non-probabilistic judgement sample (n= 503). In total, 213 valid surveys were considered for this study (only completed surveys from respondents who knew both brands).

Interestingly, the obtained results suggest that Loyalty is influenced by different Customer Perceptions, varying by brand. For both Mercedes and BMW Resistance to Change and Satisfaction lead to Loyalty. However, Brand Equity also influences BMW's Loyalty, and by opposite Affect also impact Loyalty for Mercedes. Loyalty was found to be a driver for Purchase Intention for both brands. Customers' Purchase Intention is, for both brands, directly influenced by Affect, but only the Purchase Intention of Mercedes is also strongly influenced also by Customer Satisfaction.

Keywords: Brand loyalty, Brand equity, Premium purchase intention, Customer Perceptions Elements, Affect, Customer Satisfaction, Resistance to Change

Resumo

As alterações nível sociocultural e económico em Portugal nas últimas décadas, alteraram os hábitos de compra dos portugueses. Devidas alterações criaram a necessidade de compreender quais os factores que antecedem a lealdade dos consumidores e por conseguinte decisão de compra. Especificamente na indústria automóvel, onde existe uma vasta escolha de marcas, é imposto o desafio de diferenciação. Este estudo pretende examinar quais os factores que mais influenciam a Lealdade dos consumidores em duas marcas, percecionadas como premium no mercado português, BMW e Mercedes.

Esta investigação empírica, é de natureza quantitativa, realizada através de um inquérito desenvolvido e aplicado a uma amostra não-probabilística, selecionada por julgamento (n=503). De todas as respostas recolhidas, foram consideradas válidas 213 para este estudo, que correspondem a inquéritos concluídos de respondentes que conhecem ambas as marcas.

Os resultados adquiridos, sugerem que a influência da percepção dos consumidores varia para cada marca. Para ambas as marcas a Resistência à Mudança e a Satisfação têm impacto na Lealdade à marca. No entanto ‘Valor da Marca’ influencia também a Lealdade à BMW, e o Afeto à marca Mercedes. As percepções do consumidor foram testadas para compreender o efeito na intenção de compra, concluindo que o Afeto é algo que influencia ambas as marcas, bem como a Satisfação para a marca Mercedes.

Palavras-chave: Lealdade à marca, Valor da marca, Intenção de Compra Premium, Percepção do Consumidor, Afeto, Satisfação do Consumidor, Resistência à Mudança

Table of Contents

1.	INTRODUCTION.....	1
1.1	Theoretical Context of the Research Problem.....	1
1.2	Research Problem.....	2
1.3	Academic and Business Relevance	3
1.4	Dissertation Structure	3
2.	LITERATURE REVIEW.....	4
2.1	Brand Loyalty.....	4
2.2	Customer Satisfaction.....	5
2.3	Customer Value.....	6
2.4	Resistance to Change.....	7
2.5	Brand Affect.....	7
2.6	Brand Trust.....	8
2.7	Customer-Based Brand Equity.....	9
2.8	Premium Brands.....	9
2.9	Purchase Intention	10
3.	CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESIS	13
3.1	Conceptual Framework	13
3.2	Research Hypothesis	14
4.	METHODOLOGY	15
4.1	Research Approach.....	15
4.2	Sample Selection.....	16
4.3	Data Collection.....	16
4.4	Questionnaire Structure.....	17
4.5	Measurement Scales.....	18
5.	ANALYSIS AND DISCUSSION OF RESULTS.....	19
5.1	Sample Characterization.....	19
5.2	Synthetic Indexes – Reliability and Consistency	21
5.3	Hypothesis Validation Study A – BMW: Assumptions for performing multiple regressions	21
5.3.1	<i>Relationship between customer perception elements and Loyalty.....</i>	22
5.3.2	<i>Relationship between Customer Perception elements and Premium Purchase Intention BMW</i>	23
5.3.3	<i>Relationship between Loyalty and Premium Purchase Intention BMW</i>	24
5.3.4	<i>Study A – Result Discussion</i>	25
5.4	Hypothesis Validation- Study B – Assumptions Validation.....	25
5.4.1	<i>Relationship between Customer Perception and Loyalty.....</i>	27
5.4.2	<i>Relationship between Customer Perceptions and Premium Purchase Intention Mercedes</i>	27
5.4.3	<i>The Relationship between Loyalty and Purchase Intention</i>	29
5.4.4	<i>Study B – Result Discussion</i>	29
6.	CONCLUSIONS, CONTRIBUTES, LIMITATIONS AND RESEARCH SUGGESTIONS FOR FUTURE INVESTIGATION	30
6.1	Conclusions	30
6.2	Academic and Corporate Contribution.....	31
6.3	Study Limitations	32
	References.....	34

Index of Tables

Table I.	Research Hypothesis.....	15
Table II.	Measurement Scale.....	18
Table III.	Research Hypothesis Study A.....	25
Table IV.	Research Hypothesis Study B.....	30

Index of Figures

Figura 1.	Research Model.....	14
-----------	---------------------	----

Index of Appendixes

Table I: Sample Characterization.....	40
Table II: Sample Characterization Part II	40
Table III: Brand Preference and Premium Choice.....	41
Table IV: Car choice	41
Table V: Measurement Scales.....	42
Table VI: Variable Analysis.....	44
Table VII: Table of Consistency	45
Study A - BMW	47
Table VIII : Multiple Regression model I - Study A	48
Table IX : Multiple Regression model II - Study A.....	47
Table X : Linear Regression model III - Study A.....	48
Table B - Mercedes	49
Table XI: Multiple Regression model I - Study B	49
Table XII: Multiple Regression model II - Study B	50
Table XIII: Linear Regression model III -Study B.....	51
Appendix I: Survey	53

1. INTRODUCTION

1.1 *Theoretical Context of the Research Problem*

During the last decades, there has been an evolution in the relationship that brands develop with consumers throughout industries (Gounaries *et al.*, 2007). Car manufacturers at a worldwide level have been constantly changing their strategies to maintain high sales and competitive advantage (Holweg, 2008). More and more, car brands become ‘*multibrands*’ and try to be more innovative than their competitors by developing new models (Holweg, 2008). Many brands aspiration is to appeal to its target audience and expand its market share. Brands aspire to be on the consumer top of mind, especially when advertising products that have a similar value proposition with other brands (Holweg, 2008).

As an attempt to understand the consumers’ perceptions of Brand Value, marketing has been guided by models of Customer-Based Brand Equity (e.g. Aaker, 1991; Aaker, 1993; Yoo, 2001). In highly competitive markets, like the premium car market in Portugal, it is relevant to consider what leads a consumer to choose one brand instead of another. According to McKinsey & Company¹, vehicles are segmented in three types: 1) ‘premium sector’, with the highest prices and margins that represent 10% of the market; 2) ‘mid-price range’, which holds 70% of the market; 3) ‘last entry segment’, which represents 20% of the market share. When consumers consider buying a car, according to Lee & Govindan (2014), what weights more in their consideration is fuel economy, reliability, reputation, price/value for the money, performance, safety and appearance. In

¹ Retrieved from: The road to 2020 and beyond What’s driving the global automotive industry?, 2013; on April 2020

comparison, in 2019 according to Automais², in Portugal the determinant factors were: trust, fuel economy, safety, price, brand and model, among others. There is a fierce competition in the premium sector of car retailing. Since each brand seems ‘less different, less remote, less exclusive’ (Anurit *et al.*, 2015, p.2). Most owners of luxury cars developed an *attitude* towards the car’s brand that can become a judgment, an impression, a desire or an undesired (Anurit *et al.*, 2015). Despite Mercedes and BMW being considered to share a similar market position, the image of each of the brands can be a choice determinant (Anurit *et al.*, 2015).

1.2 *Research Problem*

The main research problem that this study aims to investigate is the relationship that Customer Satisfaction, Customer Value, Resistance to Change, Trust, Brand Affect and Brand Equity have with Brand Loyalty and Purchase Intention, regarding the most sold premium car brands in Portugal - Mercedes and BMW. For that reason, the main objective of this study is to understand the Loyalty antecedents and consequences of Portuguese premium car consumers and to analyze their profiles. Originated from the research problem the following research questions have risen:

1. What are the customer perceptions that impact Brand Loyalty in the Premium car market in Portugal?
2. Is there a relationship between Brand Loyalty and Purchase Intention?
3. What factors influence Purchase Intention in the Premium car sector in Portugal?

1.3 *Academic and Business Relevance*

Even though there are many studies about the automotive industry, few are focused in the premium segment (Sullivan, 1998) with attention to both Brand Loyalty and Purchase Intention. Therefore, this study intends to contribute to fulfill the gap between those two concepts in the industry (Sullivan, 1998; Anurit *et al.*, 2015).

According to the ACAP³ (Portuguese association of Automobiles) Mercedes is shown as the third most sold brand with a total of 4.414 sold vehicles, and BMW as the fifth with a total of 3.219 sold vehicles, in the first trimester of 2020. Due to the economic situation of Portugal⁴ and the average power of purchase in the country it is relevant to understand how these premium brands became most sold and what influences that decision. For that reason, it is of extreme importance to understand how the decision to choose between car brands is made in the premium sector.

1.4 *Dissertation Structure*

This study is divided into six chapters, namely: Introduction, Literature Review, Model and Research Hypothesis, Methodology, Analysis and Discussion of Results, Conclusions and Suggestions for Future Research.

The first chapter introduces the main theme presenting the context and research problem, relevance and the structure of this work. The literature review chapter presents the basis for this research which is focused on Brand Loyalty, its development and evolution. Additionally, the Premium concept is introduced as part of the context of this research. The third chapter presents Taylor, Celuch and Goodwin's conceptual

³ Associação Automóvel de Portugal.(2020). <https://www.acap.pt/pt/estatisticas>

⁴ Economic, social and territorial situation of Portugal (February 2019).
[https://www.europarl.europa.eu/RegData/etudes/BRIE/2019/629190/IPOL_BRI\(2019\)629190_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/BRIE/2019/629190/IPOL_BRI(2019)629190_EN.pdf)

framework (2004) that was the basis for the used framework. An extended model was created, originating the main hypothesis that are presented as well. The methodology chapter that follows describes the type of exploratory study that was conducted to answer those hypotheses, analysis performed and obtained results. Finally, the last chapter presents the conclusions of the study, with academic and corporate contributions and recommendations for future research suggestions.

2. LITERATURE REVIEW

This chapter introduces the main theme of the research – Customer Perceptions, Brand Loyalty and Premium Purchase Intention, as well as covering literature on the premium concept studied in this investigation.

2.1 *Brand Loyalty*

Brand Loyalty was firmly defined by the repetition of purchase habits towards one brand, service or product (Oliver, 1999; Grayson & Amber, 1999; Berkowitz & Jacoby, 1978). Loyalty would stand for a strong commitment of repurchase and lasting relationship with the brand, that would survive any other marketing attempts to deviate the consumer. The satisfaction a client could receive from purchasing a brand was thought to lead to Loyalty (Oliver, 1997), identifying satisfaction as one of the Loyalty antecedents.

Brand Loyalty is centered on the relationship that customers have with the brand itself (Keller, 1993). Therefore, the stronger the relationship clients have with the brand, the higher the level of Loyalty. When customers are truly loyal, the probability of shifting to another brand is limited, regardless of other brands' offers (Aaker, 1991).

Ha (1998) presented a new perspective on the concept of Brand Loyalty, based on the action theory⁵, suggesting that influences from the social environment of the individual explained the pattern of repurchase of a specific brand. Even if the consumer does not have a favorable attitude towards the brand, he/she can feel coerced or pressured into buying the brand regardless of its characteristics, in an attempt to avoid social criticism (Ha, 1998). According to Reichheld and Sasser (1990), it is cheaper to keep clients than to acquire new ones. The importance of loyalty is grasped to the notion that it improves the performance and results of companies/brands (e.g., Oliver *et al.*, 1997; Fornell, 1992). Loyalty intentions are considered fundamental in the willingness to repurchase from a brand and are thought to be influenced by satisfaction (McDougall & Levesque, 2000).

2.2 *Customer Satisfaction*

Fornell (1992) and Johnson *et al.*, (1996) consider Customer Satisfaction as an overall assessment of all experiences the client has with purchases and consumption of a product or service during a certain period of time.

In 1999, Oliver defined satisfaction as the discrepancy between prior expectations and the actual performance of the product. Also, the author admitted that the connection between Customer Satisfaction and Brand Loyalty helps to raise Loyalty levels, once satisfactory experiences helping to increase it. Additionally, some authors (Oliver, 1999; Armstrong & Kotler, 1996; 2020; Zeithaml *et al.*, 1990) consider that Satisfaction can be the difference between what was expected and what was received, as well as predicting future Purchase Intention (Hill, Roche & Allen, 2007). Satisfaction is perceived to be

⁵ "The theory of reasoned action was developed to explain how a consumer leads to a certain buying behavior" (Fishbein, 1980; in Ha, 1998).

influenced by product features, perceptions and specifications, but also by the emotional response and perception of Brand Equity (Zeithaml & Bitner, 2003; 2018). The main influence on Loyalty is often thought to be Satisfaction (Bloemer & Kasper, 1995; Oliver, 1997; Sivadas & Baker-Prewitt, 2000; Dixon *et al.*, 2005). Due to the aforementioned premises, the first hypothesis of this study is proposed as follows:

H1a: There is a relationship between Customer Satisfaction and Loyalty.

2.3 Customer Value

Customer Value is considered as the ‘trade-off’ between benefits and sacrifices (Buzzell & Gale, 1987; Monroe, 1979; 1990; Monroe & Krishnan, 1985; Sweeney, 1994). Many authors (Payne & Holt 2001; Porter, 1996; Woodruff, 1997) recognize Customer Value as a pre-requisite for companies’ long-term success. Based on each personal experience, environment and cultural background, an expectation of received value is created. In the post-purchase moment, it is possible to verify if the expectations were met, exceeded, or missed (Gounaries *et al.*, 2007). Many authors (Frankena, 1967; Hall, 1961; Holbrook, 1999; Moore, 1957; Parker, 1957) recognize that brand preference is linked to value-related concepts such as affect, attitude, evaluation, predisposition, opinion and response tendency (positive/negative). When considering the Customer Value, Holbrook (1999) assumed that the origin of recognized Value could be self-oriented or others’ oriented. Whilst self-oriented value sets on the benefits the customer can take from the sole experience, by opposition, others’ value is set to come from others’ opinions. This study focusses on the additional elements that bring value to the customer when buying a car (besides the functional benefits), which can be responsible for Brand Loyalty (Wang *et al.*, 2004). Based on those assumptions the following is proposed:

H1b: There is a relationship between Customer Value and Loyalty.

2.4 *Resistance to Change*

Resistance to Change comes with the belief that there is a preference that will prevail over other offers or competitive approaches. It is believed that “emotional or psychological commitment to a brand is one of the constraints that influence customers not to change their original preference” (Pritchard *et al.*, 1999, p.334).

The affective and emotional connection that consumers create with a brand is a strong link that originates resistance in changing their preference (Taylor, Celuch & Goodwin, 2004; Griffin, 1993; Schermerhorn, 1989). Customers who have a sense of Loyalty towards a company will likely engage in favorable behavior responses. That may allow for more susceptibility to accept a premium price, cross-buying, or favorably speak about a brand (Gounaris & Stathakopoulos, 2004; Seibold, 2012). The stronger a consumer relates to values and images of a brand, the higher his/her Resistance to Change will be (Crosby & Taylor, 1983).

To understand if Resistance to Change is a reason for customers to remain loyal, the following hypothesis rises:

H1c: There is a relationship between Resistance to Change and Customer Loyalty.

2.5 *Brand Affect*

Brand Affect is defined as a brands’ potential to generate a positive emotional response in the consumer, but it is also considered to be a generator of Brand Loyalty (Chaudhuri & Holbrook, 2001). Furthermore, the increased positive emotional Affect that a customer has with a brand will likely increase its Loyalty towards it (Dick & Basu, 1994). Emotions like ‘happy’, ‘joyful’ or ‘affectionate’ induce purchase and attitudinal Loyalty, even though that may not be enough to lead to purchase, it can be sufficient to create the aforementioned link (Chaudhuri & Holbrook, 2001). The role emotions play in preference

and Loyalty towards a brand, product or service differ from author to author, and only a few believe in emotions such as Affect (Taylor, Celuch & Goodwin, 2004). Mood, emotions, and Affect are terms that are frequently used inconsistently throughout the literature (Bagozzi *et al.*, 1999).

The impact of emotions can be difficult to measure, but its influence has the power to trigger actions, moods and responses (Gardner, 1985; Hill & Gardner 1987; Bagozzi *et al.*, 1999). Accordingly, the following hypothesis is raised:

H1d: There is a relationship between Brand Affect and Customer Loyalty.

2.6 Brand Trust

Moorman *et al.* (1967) defined Trust as “confidence in an exchange partners’ reliability and integrity, partner in whom one has confidence” (p. 23). Brand Trust is considered to be a result of a ‘calculative process’ by the consumer. Hence, it is believed to be achieved once expectations are met, and there is a clear advantage for the consumer to maintain the relationship with the brand. Brand Trust is identified as the customer’s willingness to rely on the ability of a brand to perform the expected result (Moorman *et al.*, 1967; Chaudhuri and Holbrook, 2001). Brands tend to promote the idea that they are reliable and trustworthy, aiming to be associated with being consistent, competent, honest, fair, responsible, helpful and benevolent (Chaudhuri and Holbrook, 2001).

Trust requires an active part from the brand in keeping customer-based goals and values (Doney & Cannon, 1997). Once a company is able to build a relationship with its’ customers and win their Trust, that is believed to increase Purchase Loyalty and Attitudinal Loyalty (Chaudhuri & Holbrook, 2001). Based on those assumptions, the following hypothesis is originated:

H1e: There is a relationship between Brand Trust and Customer Loyalty.

2.7 *Customer-Based Brand Equity*

Yoo *et al.* (2001) defined Brand Equity as the differential in consumer choice between a branded product and an unbranded product, when both represent a similar value proposition. This study was focused on the dimensions of Brand Equity and the impact that marketing mix. For both Keller (1998) and Aaker (1991) Brand Equity is believed to be one of the brand characteristics that provide stronger Brand Loyalty. In 2001, Keller indicated four major dimensions to build a Customer-Based Brand Equity model: 1) establishing brand identity, 2) developing the appropriate brand meaning, 3) 'eliciting' the correct brand responses, and 4) creating appropriate brand relationships with customers.

Few models which explained and contemplated the Customer-Based Brand Equity (Aaker, 1991, 1996; Keller, 1993; Yoo, 2012) were some of the most influential and the ones considered for this research. For these authors, Brand Equity is the brand perception that customer has (Taylor, Celuch & Goodwin, 2004). The influence that Brand Equity has on Customer Loyalty has been studied and found relevant by all of the aforementioned authors. It was considered relevant to state the following hypothesis:

H1f: There is a relationship between Brand Equity and Customer Loyalty.

2.8 *Premium Brands*

Premium brands are considered the best in a specific criterion and consequently priced as such accordingly (Silverstein & Fiske, 2005).

"Although the characteristics of what is meant by 'premium' vary by category, premium brands are typical of excellent quality, high priced, selectively distributed through the highest quality channels, and advertised parsimoniously."

Quelch (1987, p. 39).

Price is one of the indicators that influence public opinion to believe that a brand is luxurious or not. However, there is a larger distinction between premium and luxury besides the price. One of the differences is that luxury represents high elitism justified by a luxurious price (Kapferer, 2009). Premium products have a price limitation at which they can be sold due to their lack of uniqueness. Premium products are normally characterized by a 'good relation between performance and price, lower investment than luxury, comparability and realism' (Kapferer, 2012, p.486). According to the definitions provided by many studies (Kapferer, 2012; Seibold, 2010; Anurit *et al.*, 2015), both Mercedes and BMW are considered premium brands.

2.9 *Purchase Intention*

Customers' behavior intentions are indicators of their willingness to maintain a sustainable relationship with brands (Zeithaml *et al.*, 1996). This link is of the utmost importance in developed markets, where retaining existing customers appears to be financially greater than attracting new ones (e.g., Christopher *et al.*, 1991; Reichheld & Sasser, 1990). Through this relationship, brands are able to influence customers to start believing that the brand has 'attributes' and 'benefits' that contempt their needs and desires. Consequently, the brand image and awareness are able to enhance the brand choice (Keller, 1991; 1993).

Escalas and Bettman (2003, 2005) stated that consumers feel influenced by their self-concepts to create self-brand connections with the brands that they buy. According to the authors, "brand associations can be linked to one's mental representation of self to meet self-verification or self-enhancement goals" (Escalas & Bettman, 2003, p.1).

Satisfied customers might reach what is called 'Premium Loyalty', which enables them to achieve the highest level of loyalty, turning them favorable towards the brand and repeat purchases (Gounaries *et al.*, 2007).

According to Wang *et al.* (2004) and Gounaries *et al.* (2007), a satisfied customer will show a solid tendency to be loyal and repeat purchases towards a brand. Moreover, Customer Satisfaction has been found to induce Loyalty (Oliver, 1997; 1999) and weigh in Purchase Intention (Cronin & Taylor, 1992) Satisfaction is shown to have a close relation to Loyalty and Purchase Intention; therefore, the following hypothesis is proposed:

H2a: There is a relationship between Customer Satisfaction and Purchase Intention.

Lasser *et al.* (1995) consider Value as benefits that consumers can obtain in return for purchasing a product, being a main influencer in choosing between brands. Value, quality and brand name are factors that influence willingness to buy (Doods & Monroe, 1991). Therefore, the following hypothesis is suggested:

H2b: There is a relationship between Customer Value and Purchase Intention.

Resistance to change is seen as a commitment that influences customers' choices (Pritchard, 1999). When characteristics of a product, service, or brand win over a customer, declaring a clear preference, that would weight in resisting to other brands and repurchasing the same elected one. Based on that, it is relevant to see how the Resistance to Change influences Purchase Intention (Pritchard, 1999). Based on those premises, the following is suggested:

H2c: There is a relationship between Resistance to Change and Purchase Intention.

Research over the brand image and individual choice demonstrate that consumers spend considerable emotional awareness on luxury brands due to their 'functional benefits'.

Regardless of the perceived quality and expected performance of the product or service that are assumed to be grand (Wang *et al.*, 2004; Anurit *et al.*, 2015; Newman & Chansarkar, 1999; Silverstein & Fiske, 2005; Vigneron & Johnson, 1999).

The expectation of Brand Affect, Commitment or Loyalty explains further ties between positive feelings and brand relationships (Berscheid, 1983; Chaudhuri and Holbrook, 2001). This is due to the statement that emotions are connected to attitudes and have an important part in the Purchase Intention process. Consumers who have a strong Affect with luxury brands even say they ‘love’ those brands, and their tendency to purchase them tends to be higher (Bian, 2012). When considering global marketing strategies, it is believed that Affect towards luxury brands creates a resonance on consumers, reaffirming that it ought to be used in most channels. (Taylor, Celuch & Goodwin, 2004). Therefore, the following hypothesis is proposed:

H2d: There is a relationship between Brand Affect and Purchase Intention.

Purchases are frequently led by a feeling of Trust (Chaudhuri & Holbrook, 2001). The authors empirically tested the effect of consumers’ Trust on their Loyalty (both Attitudinal and Behavioral), in which the later resulted in repeated purchases. According to the authors, behavioral Loyalty results in repeated purchases, and consequently greater market share for the company, while attitudinal Loyalty results in consumer commitment to the product, allowing a higher relative price to be charged for the brand (Taylor, Celuch & Goodwin, 2004; Chaudhuri & Holbrook, 2001).

Curtis *et al.* (2011) tested and confirmed the existence of a relationship between Trust and Repurchase Intention. Even though in their study this relationship was not very strong, it was considered interesting for this research to verify how this applies to the concept of premium car sector. Therefore, the following hypothesis is stated:

H2e: There is a relationship between Customer Trust and Purchase Intention.

Brand Equity was defined by Aaker (1991) as “a set of brand assets and liabilities linked to a brand, its name, and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers” (p. 15). Later, Aaker (1996) postulated that Brand Equity relates to Purchasing Intention.

According to Wang and Finn (2012), customer-based Brand Equity variables influence behavior intentions, such as future Loyalty and purchase desire. Therefore, it is of interest to understand what relationship Brand Equity develops with Purchase Intention, suggesting the hypothesis:

H2f: There is a relationship between Brand Equity and Purchase Intention.

According to Oliver (2010), customer Loyalty is profoundly connected to the commitment of purchasing and overall preference towards a product or service, that remains over time. Regardless of marketing efforts and competitive offers, the potential to switch between brands is lower. Being based on those premises, the following hypothesis is stated:

H3: There is a relationship between Brand Loyalty and Purchase Intention.

3. CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESIS

3.1 *Conceptual Framework*

The conceptual framework guiding this study is shown in Figure 1.

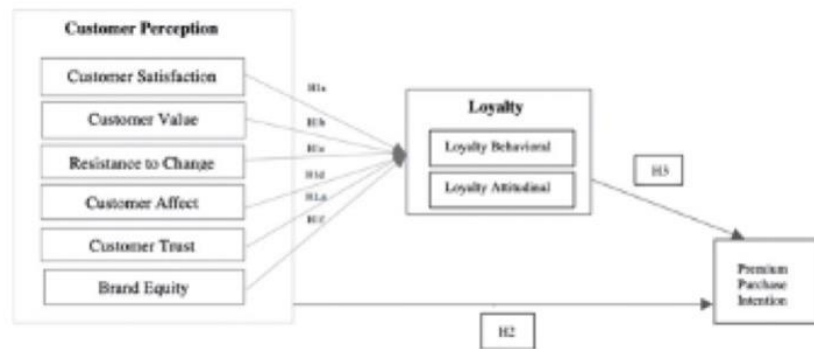


Figure 1. Research Model

Source: Own Elaboration based on Taylor, Celuch & Goodwin 2004

The developed framework was based on previous research, namely: 1) the model developed by Taylor, Celuch & Godwin (2004) who studied the effect of Brand Equity variables (Satisfaction, Resistance to Change, Value, Affect, Trust, Brand Equity) on Loyalty; 2) Ercis et al., (2012), who evaluated the impact of Loyalty on Purchase Intention; 3) Gounaries et al., (2007), who studied variables of Customer-perceived Value in Customer Satisfaction as a moderator of Brand Loyalty, and the effect of Loyalty in Repurchase Intention; 4) Hellier *et al.* (2003), who also studied the variables that influence Customer Satisfaction and ultimately impact Premium Purchase Intention. Based on those studies it is proposed a conceptual framework that relates the customer and brand-based perceptions of Satisfaction, Value, Affect, Trust, Resistance to Change and Brand Equity with the customer Attitudinal and Behavioral Loyalty, and the outcome of Premium Purchase Intention.

3.2 Research Hypothesis

The original conceptual framework to this research was supported with a previous literature review, comprising the basis for four hypotheses created.

Table I. Research Hypothesis

H1: There is a relationship between *Customer Perception of Satisfaction (H1a)*, *Resistance to change (H1b)*, *Value (H1c)*, *Affect (H1d)*, *Trust (H1e)*, *Brand Equity (H1f)* with *brand loyalty (Behavioral and attitudinal)*.

H2: There is a relationship between *Customer Perception of Satisfaction (H2a)*, *Resistance to change (H2b)*, *Value (H2c)*, *Affect (H2d)*, *Trust (H2e)*, *Brand Equity (H2f)* with *brand Premium Purchase Intention*.

H3: There is a relationship between *brand loyalty (Behavioral and attitudinal)* with *brand Premium Purchase Intention*.

4. METHODOLOGY

This chapter comprises the methodology used to guide this research. It presents the study approach, sample and data collection, processing and preliminary analysis.

4.1 Research Approach

This research was conducted as an explanatory study (Malhotra, Birks, & Wills, 2012) that intends to explore and explain connections between variables, set on the specific case of premium car purchase in Portugal. Its' philosophical intent of Positivism creates hypothesis originated from existing theories (Saunders *et al.*, 2012). A deductive approach was used based on scientific principles, going from theory to data, intending to explain causal relationships between variables, followed by an examination of outcomes (Saunders *et al.*, 2012). The methodology used is mono method of quantitative nature. Considering the unique period set for this research it is considered a cross-sectional study (Saunders *et al.*, 2012). Data collection was conducted through an online Survey, using Qualtrics Software, which allowed for higher population reach and economic distribution (Malhotra *et al.*, 2012).

4.2 *Sample Selection*

A non-probabilistic purposive and heterogeneous sampling was selected for this research. Through the researcher's judgment, the selected cases enabled answers to the proposed research questions. This type of sampling is not representative of the population, thus not being possible to generalize (Malhotra & Birks, 2007). According to Malhotra *et al.* (2012), the population of a study is a group of individuals that share, among themselves, a given characteristic relevant to the research. Hence, this research was centered in the study of both Mercedes and BMW, and the target population was comprised of Portuguese individuals that were familiar with one or both the specified brands used in the research: Mercedes and BMW.

4.3 *Data Collection*

The initial phase of this research was supported by secondary data, gathered from previous studies in the subject, presented in books, journals, case studies, articles, web pages and databases. Secondary data sources supported the research questions and proposed framework. Primary data collection was conducted through a single quantitative method (Saunders *et al.*, 2012), obtained through a structured, self-administered internet-mediated questionnaire that was individually taken by the participants (Malhotra & Birks, 2007; Saunders *et al.*, 2012). The online survey was conducted using the Qualtrics platform, in the period between 11th and 24th of June 2019. The questionnaire was distributed among social media groups of car fans (on Facebook), among friends, acquaintances and their network and ISEG institutional channels.

4.4 *Questionnaire Structure*

A self-completion questionnaire (see appendix I) was created with a total of 34 fixed-response alternative questions ensuring consequent responses (Malhotra *et al.*, 2012). The same was previously applied in a pre-test application to assess the validity and understanding of the questionnaire (Saunders *et al.*, 2012), a pre-test was trailed before the launch. A sample of fifteen convenient people responded, screening for performance issues and verification of validity of the questions and fitness for distribution. As a result, it was possible to verify that some questions should be clearer and less exhaustive for people who owned both brands. As a consequence, sentences were then reformulated, and the questions' order adjusted.

The survey was divided into four sections: 1) a brief introduction of the study's purpose was presented - starting with an ease-in question about general car brand preferences, followed by a filter question to ensure only people who recognize both brands would answer the survey (for those who did not know the brands, the survey would end, thus completing the first section); 2) the second section inquired about the respondents' preference between BMW and Mercedes, luxury impression on car brands, as well as what incentives would lead to choose a premium brand, and what are the most valued attributes when choosing to buy a car 3) the third section started with a filter question related to brand ownership (Mercedes and/or BMW). Those respondents who owned a car of one of the brands would then be invited to answer questions related to Affect, Loyalty, Brand Equity, Customer Satisfaction, Value, Trust and Resistance to Change; 4) the last section of the questionnaire regarded socio-demographic questions, to assess the profile of the users.

4.5 Measurement Scales

The questionnaire items of measurement were presented to respondents who were customers of the brands (Mercedes and BMW) as described in Table II.

Construct	Authors	Number of Items	Scale
Satisfaction	Steven A. Taylor Kevin Celuch and Stephen Goodwin 2004	7	Likert five points (1 – Totally Disagree 5 – Totally Agree)
	Zeithmal 1988, 1994	4	
Value	Steven A. Taylor Kevin Celuch and Stephen Goodwin	3	
	Wang et al. (2004);	15	
Resistance to Change	Steven A. Taylor Kevin Celuch and Stephen Goodwin	3	
Affect	Chaudhuri and Holbrook, 2001	3	
	Steven A. Taylor Kevin Celuch and Stephen Goodwin	3	
	Steven A. Taylor Kevin Celuch and Stephen Goodwin	7	
	Didier Louis & Cindy Lombart 2010	5	
Brand Equity	Steven A. Taylor Kevin Celuch and Stephen Goodwin	6	
Brand Loyalty	Wang et. Al 2004	3	
	Steven A. Taylor Kevin Celuch and Stephen Goodwin	8	
Purchase Intention	Bian, Q., & Forsythe, S. (2012).	4	

Table II. Measurement Scales

Source: self-elaboration.

All measurement scales used in this study were based on Taylor, Celuch and Godwin (2004) and were adopted from previous studies. To measure Customer Satisfaction, Resistance to Change and Customer Value, a scale proposed by Taylor, Celuch and Godwin (2004) was employed. To measure Trust and Brand Equity, constructs were adapted from Lasser *et al.* (1995). The scale measuring Resistance to Change was adapted from Pritchard *et al.* (1999). The scale to measure Affect was adapted from Chaudhuri and Holbrook (2001) and also Louis and Lombart (2010). The scale to measure Brand Equity was adapted from Yoo *et al.*, 2008. Brand Loyalty was measured by a scale adapted from Chaudhuri and Holbrook (2001), Oliver (1997), and Pritchard *et al.* (1999). Premium Purchase Intention was adapted from Bian (2012). (See appendix V).

All of the constructs were measured using five-point Likert-type scales (Malhotra & Birks, 2007) as demonstrated in Table II. The data analysis was performed once the survey was finished and due to its quantitative nature, the software IBM SPSS Statistics 25 was used. After excluding non-relevant answers (incomplete surveys, or respondents who did not know the brands), the total sample comprised 213 answers. The internal consistency was measured using Cronbach's alpha coefficient to assess its' reliability. The result of this formula varies between 0 and 1, and as verified all scales had a higher result than the reference of 0.7. For data process, new variables were created, namely for "Value", "Affect", "Satisfaction", "Loyalty", "Purchase Intention", "Brand Equity", "Trust", "Resistance to change", through the algebra formula of the average for each correspondent variable (Marôco, 2014) for both Mercedes and BMW. Additionally, the variable "age" was remodified to allow better visualization of the data, as well as "earning" in rankings. Overall, the Customer Perception Elements (CPE) were also assembled in a new variable as 'Precedents'.

5. ANALYSIS AND DISCUSSION OF RESULTS

The purpose of this chapter is to summarize the collected data and the underlying statistical analysis, with the main goal of answering the research questions of this study.

5.1 *Sample Characterization*

The 213 respondents who had the knowledge of both brands and fully answered the survey were considered as the population sample and analyzed regarding their characterization (Saunders, 2015; 2019). Most respondents were male 88,3% (188) and 10,8% (23) female. The majority of participants' age belonged to the range 18-29 (41% of respondents), 34% of respondents were of 30-39 years old, and the smaller proportions were spread across the different age ranges. Regarding the education, most respondents

had no college degree (39,4%) or had bachelor's degree (33,8%). Considering the professional level 67,6% of respondents work for a company. Regarding the geographic distribution of respondents, almost half of the respondents live in the urban centers (48%), mainly in Lisbon (26,3%) and Porto (18,3%). The rest of respondents were scattered through different districts on smaller percentages. Concerning monthly gross income, 29,5% of respondents earn from 501-1000,99€ and 23,4% earn 1.001-1500,99€, only 11,3% of respondents earn more than 3.501€. Regarding preferred car brands, most respondents selected Mercedes (29,4%), BMW (31,3%) and Porsche (6,2%). When asked about brand preference between both brands 50,7% of respondents indicated to prefer Mercedes-Benz, and 49,3% indicated to prefer BMW (appendix III).

Furthermore, regarding brand's ownership, 49,8% of the respondents own a BMW vehicle and 42,3% of respondents own a Mercedes, while 15% of respondents own both brands vehicles, and 7% of respondents have none. For the 15% owners of both brands, 6% of respondents indicate to prefer BMW and 9% of respondents prefer Mercedes.

The most relevant reasons for brand choice are considered to be *status* ($\bar{X}^2 = 163,005$) followed by relation between *quality-price* ($\bar{X}^2 = 41,773$).

The factors that would lead the respondent to choose between brands: most respondents (70%) would choose Mercedes for its Quality, Innovation (68%), Technology (67%), Image (49%). On contrast, the determinant factors for BMW were of lower percentage and were centered around High Performance (67%), Quality (61%), Technology (56%), Image (53%). The personal connection to the brand is higher for BMW users than for Mercedes (42,2% over 32,2% respectively). (See appendix III).

5.2 *Synthetic Indexes – Reliability and Consistency*

Synthetic indexes were created for this research, through an algebra formula of the average of each framework's variable. These indexes were the same for study A (BMW) and study B (Mercedes) to allow the comparison between analysis and understand the impact of each independent variable in the dependent one (loyalty and Purchase Intention). The reliability of the scales was confirmed with the Cronbach alpha that ranges from 0 to 1 (Marôco, 2014). For each study (A and B) a synthetic index was created for: Brand Equity, Trust, Value, Affect, Satisfaction, Resistance to Change, Loyalty, Premium Purchase Intention, Customer Perception. All indexes of the study show values above 0.7, being considered as having good reliability and internal consistency (DeVellis, 2003) (Appendix V).

5.3 *Hypothesis Validation Study A – BMW: Assumptions for performing multiple regressions*

Data does not follow a normal distribution, however due to the Theorem of Central Limit (TLC) once the sample $N = (106) > 30$, it is assumed that the variables will follow a normal distribution, allowing regressions⁶ (Saunders *et al.*, 2019). To validate the assumptions that allow multiple regressions, statistical tests were conducted. The assumption of normal probability in which it is possible to observe if errors are linearly distributed shows the results over the line, even though it is not a perfect line is possible to assume normal distribution. Regarding the assumptions of homoscedasticity, which regards the variance of errors being constant, it is tested for the graphic representation of dispersion, in which is possible to observe that is close to zero. The assumption of error independence

⁶Generally, K-S test hypothesis are: H0: The variable x follows a normal distribution; H1: The variable x doesn't follow a normal distribution.

or absence of autocorrelation is tested through the Durbin-Watson (D-W) test, in which the values vary between 0-4. In all regressions, the values were close to 2, which indicates the non-existence of autocorrelation. To assess the validity of all regressions, K-S was performed Loyalty (K-S_{Loyalty} = 0,121; *value-p*= 0.000 , $\alpha=0,05$) and Value (K-S_{Value} = 0,108; *value-p*= 0.000 $\alpha=0,05$), Brand Equity (K-S_{Brand Equity} = 0,118; *value-p*= 0.001, $\alpha=0,05$), Resistance to Change (K-S_{Resistance to change}= 0,100; *value-p*= 0.000, $\alpha=0,05$), Affect (K-S_{Affect} = 0,280; *value-p*= 0.000, $\alpha=0,05$), Trust (K-S_{Trust} = 0,120; *value-p*= 0.001, $\alpha=0,05$) and Customer Satisfaction (K-S_{Satisfaction} = 0,152; *value-p*= 0.000, $\alpha=0,05$). The absence of multicollinearity was also confirmed by the FIV (FIV_{Affect}=2,87; FIV_{Customer Satisfaction} =4,61; FIV_{Resistance to change} = 3,065; FIV_{Value} =3,673, FIV_{Brand Equity} =4,259 ; FIV_{Trust} =3,149) and IC (IC_{Affect}= 18,897; IC_{Customer Satisfaction} = 35,062; IC_{Resistance to change} = 23,177; IC_{value} = 16,417; IC_{Brand Equity} = 26,889 ; IC_{trust} = 10,392) that should be lower than 10 and 30, respectively, which indicates that there is no multicollinearity, even though that does not apply for Trust, this variable was still considered in the model.

5.3.1 *Relationship between customer perception elements and Loyalty*

To answer to the H1 (a, b, c, d, e, f) for BMW it was necessary to do a multiple regression (see appendix VIII) in which the dependent variable is Loyalty and Customer Satisfaction, Value, Resistance to Change, Trust, Brand Equity, Affect are the independent variables. Regarding the model for the Loyalty regression, the adjusted determinant coefficient R^2 adjusted is 70%, explained by Affect, Customer Satisfaction and Resistance to Change. Through the F test (F (6) = 41,798, $\alpha=0,00$) it is possible to assume that the model is significant, allowing the rejection of the null hypothesis of this test and confirming its validity. The estimated standard error (S = 3,642374) is higher than recommended but lower than the reference value (Pallant, 2016), which shows that

the fit between the sample and the model is average. The D-W value of this regression was $d=1,34$, which confirms there is no autocorrelation.

Regarding the impact of the independent variables in Loyalty, it was possible to assess that Affect ($\beta=0,22$; $t=2,49$ *value-p*=0,015, $\alpha=0,05$), Trust ($\beta=0,097$; $t=1,029$; *value-p*=0,306; $\alpha=0,05$), Customer Satisfaction ($\beta=0,353$; $t=3,039$; *value-p*=0,003, $\alpha=0,05$), Resistance to Change ($\beta=0,463$; $t=4,984$; *value-p*=0,000, $\alpha=0,05$), Value ($\beta= -0,042$; $t=-.409$, *value-p*=0,684, $\alpha=0,05$), Brand Equity ($\beta= -.167$; $t=-1.525$, *value-p*=0,130, $\alpha=0,05$), consequently it is only confirmed hypothesis H1a, H1, H1d, and rejected H1b, H1e, H1f.

$$(1) \quad Y = -5,093 + 0,403 * X_1 + 0,414 * X_2 + 1,22 * X_3 + \epsilon_j \quad (j=1,\dots,n)$$

Y: Loyalty, X₁: Affect, X₂: Customer Satisfaction, X₃: Resistance to change ϵ_j : errors of the model.

5.3.2 *Relationship between Customer Perception elements and Premium Purchase Intention BMW*

Considering research hypothesis number two, about the relationship between Customer Perception elements and Purchase Intention, a multiple regression was performed (see appendix IX) in which the Purchase Intention is the dependent variable, and the customer perception elements (Value, Affect, Trust, Resistance to Change, Customer Satisfaction and Brand Equity) are independent variables. The necessary assumptions have been confirmed and allowed to perform the regression. The assumption of error independence was tested with D-W, whose values vary between 0 and 4. The D-W value of this regression was $d=1,65$, which confirms there is no autocorrelation and considering the absence of multicollinearity as previously shown. It is possible to assume that none of the assumptions were violated and as such is possible to use the regression. In the regression model, the R^2 adjusted shows that 51,9% of the total variance of Premium Purchase Intention is explained by the independent variables. When analyzing the F test ($F(6) =$

19,85; $value-p=0,000$, $\alpha=0,05$), is confirmed that the model is significant and as such it is possible to reject the null hypothesis. The standard error ($S= 1,77$), which is considered low/average, demonstrates that there is a fit between the sample and the model predictions. The only hypothesis confirmed was H2a, having the following regression model:

$$(2) Y = 4,52 + 0,251 * X_1 + \epsilon_j \quad (j=1, \dots, n)$$

Y: Premium Purchase Intention, X_1 : Affect, ϵ_j errors of the model.

5.3.3 *Relationship between Loyalty and Premium Purchase Intention BMW*

In order to answer to the research hypothesis H2, a simple linear regression was performed, in which the independent variable is Loyalty and the dependent variable is Premium Purchase Intention (see appendix X). Therefore, the K-S test was performed to verify the normality of the variables. Through the analysis, it was possible to understand that Loyalty BMW (K-S Loyalty = 0.121; $value-p=0,000$, $\alpha=0,05$) and Premium Purchase Intention (K-S Premium = 0,174; $value-p=0,000$, $\alpha=0,05$) Regarding the homoscedasticity, the variance of the errors being constant, a dispersion graphic was used, in which values are around zero, showing it to be constant. It is possible to assume that none of the assumptions is violated and perform the regression. When analyzing the F test ($F(1) = 94,608$ $value-p=0,000$, $\alpha=0,05$), it is clear that the model is significant and as such it is possible to reject the null hypothesis. The R^2 adjusted was 47,6% and the standard error ($S= 1,86$) which is considered low/average, demonstrating that there is a fit between the sample and the model predictions. The model is valid, and loyalty explains 47,6% of Purchase Intention prediction, therefore confirming hypothesis 3.

$$(3) Y = 8,63 + 0,264 * X_1 + \epsilon_j \quad (j=1, \dots, n)$$

Y : Premium Purchase Intention, X_1 : Loyalty ϵ_j : errors of the model.

5.3.4 Study A – Result Discussion

The first research question originated hypothesis H1 (a, b, c, d, e, f) regarding which items predict Loyalty in the BMW brand which are Satisfaction, Resistance to Change and Affect.

The second hypothesis concerned which factors influence Premium Purchase Intention, was confirmed to be Affect and Customer Satisfaction. It was also demonstrated that Loyalty was a mediator in the relationship, thus influencing the behavior of customers.

The third hypothesis regarding if Loyalty was a predictor of Premium Purchase Intention was confirmed. After more, the main factors that would influence premium car choice were high performance, quality, technology and image.

Table III. Hypothesis Validation Study A

H1: There is a relationship between Customer Perception of Satisfaction (H1a), Value (H1.b), Resistance to change (H1.c), Affect (H1.d), Trust (H1e), Brand Equity (H1f) with brand loyalty (Behavioral and attitudinal).	H1a Confirmed H1c Confirmed H1d Confirmed
H2: There is a relationship between Customer Perception of Satisfaction (H2a), Value (H2.b), Resistance to chance (H2.c), Affect (H2.d), Trust (H2e), Brand Equity (H2f) with brand Purchase Intention.	H2d Confirmed
H3 There is a relationship between Brand Loyalty with brand Purchase Intention.	Confirmed

5.4 Hypothesis Validation- Study B – Assumptions Validation

The data does not follow a normal distribution. However, due to the Theorem of Central Limit (TLC), once the sample $N=(90)>30$ it is assumed that the variables will follow a

normal distribution, thus allowing regressions⁷ (Saunders *et al.*, 2019). In order to validate the assumptions that allow the multiple regressions, statistics tests were conducted. The assumption of *Normal probability* in which it is possible to observe if errors are linearly distributed show the results over the line, even though it is not a perfect line it is possible to assume an approximate normal distribution. Regarding the assumptions of homoscedasticity, about variance of errors being constant, in a graphic representation of dispersion is possible to observe that is around the zero. To assess the validity of all regressions K-S was performed is Loyalty (K-S_{Loyalty} = 0,131; *value-p*= 0.01, $\alpha=0,00$) and Value (K-S_{Value} = 0,103; *value-p*= 0.19 $\alpha=0,00$), Brand Equity (K-S_{Brand Equity} = 0,074; *value-p*= 0.200, $\alpha=0,00$), Resistance to Change (K-S_{Resistance to change}= 0,137; *value p*= 0.000, $\alpha=0,05$), Affect (K-S_{Affect} = 0,251; *value-p*= 0.000, $\alpha=0,05$), Trust (K-S_{Trust} = 0,173; *value-p*= 0.000; $\alpha=0,05$), and Satisfaction (K-S_{Satisfaction} = 0,181, *value-p*= 0.000; $\alpha=0,05$). The assumption of errors independence or absence of autocorrelation is tested through the Durbin-Watson(D-W) test, in which the values vary between 0-4. In all regressions the values were close to 2, which indicates the non-existence of autocorrelation. To assess no multicollinearity FIV (FIV_{Affect}=4,560; FIV_{Customer Satisfaction} =6,661; FIV_{Resistance to change} = 3,066; FIV_{Value} =2,421; FIV_{Brand Equity} = 4,549 ; FIV_{Trust} =3,409) and IC (IC_{Affect}= 21,571; IC_{Customer Satisfaction} = 43,939; IC_{Resistance to change} = 26,199 ; IC_{value} = 15,650 ; IC_{Brand Equity} = 30,453; IC_{trust} = 12,760) the reference values are between 10 and 30, which is surpassed in the case of the variable Customer Satisfaction.

⁷ Generally, K-S test hypothesis are: H0: The variable x follows a normal distribution; H1: The variable x doesn't follow a normal distribution.

5.4.1 *Relationship between Customer Perception Elements and Brand Loyalty*

In order to answer to H1(a, b, c, d, e, f) for Mercedes it was necessary to perform a multiple regression (appendix XII) in which the dependent variable is Loyalty and independents are Value, Brand Equity, Resistance to Change, Affect, Trust, and Customer Satisfaction). The coefficient of determination R^2 adjusted allows the confirmation that 84% of the variance of Loyalty Mercedes is explained by the independent variables in the analysis. Through the F test ($F(6) = 77,755$; $value-p=0,000$, $\alpha=0,05$), is possible to state that the model is valid and as such the null hypothesis is rejected. The standard error estimated ($S=2,3$) is low, meaning that there is a good match between the sample and the estimated values by the model. The D-W value of this regression was $d=1,34$, which confirms there is no autocorrelation. Regarding the impact of the independent variables in Loyalty Mercedes, Affect ($\beta=0,339$; $t=3,726$; $value-p=0,000$, $\alpha=0,05$) Trust ($\beta=-0,022$; $t=-,285$; $value-p=0,776$, $\alpha=0,05$), Customer Satisfaction ($\beta=0,101$; $t=0,920$; $value-p=0,360$, $\alpha=0,05$) Resistance to change ($\beta=0,325$; $t=4,35$; $value-p=0,000$; $\alpha=0,05$), Value ($\beta= - 0,033$; $t=.498$; $value-p=0,620$, $\alpha=0,05$), Brand Equity ($\beta= 0,242$; $t=2,65$, $value-p=0,009$; $\alpha=0,05$), consequently it is only confirmed hypothesis H1.c, H1.d, H1.f and rejected H1.a, H1.b, H1.e. The model for the regression realized is:

$$(1) Y = -8,433 + 0,504 * X_1 + 0,737 * X_2 + 0,340 * X_3 + \epsilon_j \quad (j=1, \dots, n)$$

Y: Loyalty, X_1 : Affect, X_2 : Resistance to change X_3 : Brand Equity ϵ_j errors of the model.

5.4.2 *Relationship between Customer Perceptions and Premium Purchase Intention Mercedes*

Regarding research hypothesis number two – the relationship between Customer Perception Elements and Purchase Intention it was performed a multiple regression (appendix XIII) in which the Purchase Intention is the dependent variable and Value,

Affect, Trust, Resistance to Change, Customer Satisfaction and Brand Equity are the independent variables. The K-S of the independent variables have been previously presented, it was only necessary to test the K-S of Premium Purchase Intention ($K-S_{\text{premium}} = 0,74$ value- $p=0,000$, $\alpha=0,05$). Through the D-W test $d=1,718$ value, it was possible to analyze that there is an absence of autocorrelation.

Regarding the regression model, the R^2 adjusted shows that 56% of the total variance of Premium Purchase Intention is explained through the independent variables. Through the F test ($F=19,87$; value- $p=0,000$, $\alpha=0,05$) it is possible to say that the model is significant, rejecting the null hypothesis, underlining the model's validity. The estimated standard error ($S=1,47$) is low, which shows a good fit between the sample and the model predictions. Considering the independent variables, Affect ($\beta = 0,690$; $t=4,598$; value- $p=0,000$, $\alpha=0,05$), Resistance to change ($\beta = -,012$; $t=-0,101$; value- $p=0,000$, $\alpha=0,05$), Value ($\beta = -0,042$; $t=-0,408$; value- $p=0,000$, $\alpha=0,05$), Brand Equity ($\beta = 0,622$; $t=-1,525$; value- $p=0,000$, $\alpha=0,05$), Customer Satisfaction ($\beta = 0,352$; $t=3,903$; value- $p=0,000$, $\alpha=0,05$), Trust ($\beta = 0,096$; $t=1,028$; value- $p=0,000$, $\alpha=0,05$).

As previously mentioned, Trust and Customer Satisfaction violate the assumptions for this regression. The confirmed predictors variables were both Affect and Customer Satisfaction confirming only hypothesis H2a and H2d, whilst H2a, H2b, H2c, H2e and H2f are rejected.

$$(2) Y = 5,156 + 0,396 * X_1 \epsilon_j \quad (j=1, \dots, n)$$

Y: Premium Purchase Intention, X_1 : Affect ϵ_j : model errors.

From all independent variables, only Affect had an impact on Purchase Intention when compared to the other independent variables.

5.4.3 *The Relationship between Loyalty and Purchase Intention*

Research hypothesis number three relied on verifying if Premium Purchase Intention could be predicted by Loyalty. To that end, a linear regression was performed (see appendix XIV). The assumptions previously tested allowed the performance of the test. The regression model is measured by the R^2 adjusted allowing the understanding that 46% of the total variance of the variable Purchase Intention is explained by Loyalty. When looking at the F test ($F(1) = 75,601$; $value-p=0,000$, $\alpha=0,05$) it is possible to verify that the model is significant rejecting the null hypothesis of the test, confirming the validity of the model. Regarding the impact of the independent variable Loyalty ($\beta=0,030$; $t=8,695$; $value-p=0,000$, $\alpha=0,05$). This allowed the validation of the H2 hypothesis, whose regression model is:

$$(3) Y = 9,723 + 0,208 * X_1 + \epsilon_j \quad (j=1, \dots, n)$$

Y: Premium Purchase Intention, X_1 : Loyalty ϵ_j : errors of the model.

5.4.4 *Study B – Result Discussion*

The first research question originated H1 (a, b, c, d, e, f) settling that in study B (Mercedes), Loyalty is only predicted by Affect towards the brand, Value and Brand Equity (Taylor, Celuch & Godwin, 2004). In pursuing a deeper understanding over which factors influence Premium Purchase Intention, it was found that Affect is the only variable that will lead Mercedes consumers to have the intention of purchasing the brand, which answered the second hypothesis. The results obtained from this sample suggest that Loyalty could lead to Premium Purchase Intention. Once a customers' Loyalty increases so does the Premium Purchase Intention (Anurit, 2015) as proven in the mediation analysis.

Table IV. Hypothesis Validation Study B

H1: There is a relationship between Customer Perception of Satisfaction (H1a), Value (H1b), Resistance to Change (H1c), Affect (H1d), Trust (H1e), Brand Equity (H1f) with Brand Loyalty (behavioral and attitudinal).	H1c Confirmed H1d Confirmed H1f Confirmed
H2: There is a relationship between Customer Perception of Satisfaction (H2a), Value (H2.b), Resistance to Change (H2c), Affect (H2.d), Trust (H2e), Brand Equity (H2f) with Premium Purchase Intention.	H2d Confirmed H2.a Confirmed
H3: There is a relationship between Brand Loyalty with brand Premium Purchase Intention.	Confirmed

6. CONCLUSIONS, CONTRIBUTES, LIMITATIONS AND RESEARCH

SUGGESTIONS FOR FUTURE INVESTIGATION

This chapter discusses the results of this investigation, considering the research questions, academic background and collected data. In addition to contributions and limitations and recommendations for future research.

6.1 *Conclusions*

The goal of this research was to expand the understanding of brand choice (Aaker, 2004) in the premium car segment (Seibol, 2010; Bian, 2012), and to provide insights that may help increase customer Brand Loyalty and Purchase Intention. To this end, at the beginning of this study, three research questions were created and analyzed. To answer those research questions a study A and study B were conducted, coming to the following conclusions. As it was questioned in the first research question, regarding which Loyalty antecedents exert influence on Brand Loyalty, contrary to the literature reviewed, this research does not acknowledge all six elements as influencing factors (Taylor, Celuch, &

Godwin 2004). It was possible to understand that customers react differently to each brand and assume different brand perceptions. Mercedes customers' Loyalty is influenced by Affect, as is BMW's, but also Customer Satisfaction and Resistance to Change. BMW's Loyalty is not only influenced by Affect but also by Value and Brand Equity.

The second research question intended to verify if Brand Loyalty and Premium Purchase Intention are related. Therefore, Brand Loyalty was tested in this study as a driver to Premium Purchase Intention, which allowed to conclude that there is a relationship between Brand Loyalty and Premium Purchase Intention. It was also possible to assess that Loyalty influences Premium Purchase Intention (Aaker, 1991; Oliver, 2010).

The last research question's answer allowed to conclude that not all Customer Perception items have direct influence over Premium Purchase Intention. However, Affect is identified as predicator in both brands and Customer Satisfaction is additionally predicting the Premium Purchase Intention for Mercedes brand.

6.2 *Academic and Corporate Contribution*

From an academic point of view, this research provides meaningful insights that contribute to fill the existing gaps concerning Loyalty development and Premium Purchase Intention, contributing to the discussion started by Taylor, Celuch and Goodwin, in 2004.

Many authors (Gounaries *et al.*, 2007; Anurit, 2015; Shah, 2011), studied antecedents of Loyalty based on customer perceptions and its influence on Loyalty, furthermore on Premium Purchase Intention.

Likewise, this study uses the customer perception of Customer Satisfaction, Affect, Value, Trust, Brand Equity and Resistance to Change to assess the influence in Loyalty and prediction of Premium Purchase Intention. It was found that not all Customer

Perception elements precede Loyalty for both brands as verified in the literature review, adding new insight. This research poses relevance on how Loyalty is an influencer in premium brands, as well as reaffirming it as a mediator between Customer Perception Elements and Premium Purchase Intention. Additionally, showing evidence that Affect and Customer Satisfaction are factors of greater impact in leading to Purchase Intention. At the moment of this research's writing there is little relevant research focused on premium brands, especially comparing competitors, which allows this study to provide direct insight into that spotlight. From a corporate perspective, the analysis of relations established with this research adds value to an industry of high involvement⁸ and premium prices, in which further investigation support the demystification of consumer behavior habits and align marketing efforts. The fact that this study considers customer perception, and Purchase Intention, touching the two points of the customer journey, allows marketers to understand where to focus efforts to gain and maintain customers.

6.3 *Study Limitations*

This research has acknowledged several limitations, which limit the applicability of its results. The most important limitation is concerned with the restricted use of a non-probabilistic sampling method, that implicate bias and less representativeness, constraining the generalization of these findings to the entire population of Portuguese car buyers.

The data collection methodology by a unique method is also a limitation. A qualitative collection, such as in-depth interviews or focus groups with consumers, could provide a better understanding of consumer profiles. It is relevant to consider that this

⁸ "...when the product is expensive, risky, purchased infrequently, and highly self- expressive" . Kotler and Armstrong, 2015, The principles of marketing.

research was based on an adapted framework not designed for this type of analysis or industry. Moreover, the original study research was based on a wider sample, thus the sample size of this research being considered a limitation. The fact that this study was focused on two brands, limits the understanding of a broader scope in premium market, so it is recommended to further investigate and analyze on premium as a whole. Further experimental research is needed to understand the profile of customers, in a general way, for the Portuguese premium market.

References

- Aaker, D.A. (1991), *Managing brand equity; capitalizing on the value of a brand name*. New York, N.Y. The Free Press.
- Aaker, D. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*, 38(3), 102-120.
- Agrawal, Richa & Gaur, Sonjaya & Narayanan, Archana. (2012). Determining customer loyalty: Review and model. *The Marketing Review*. 12. 10.1362/146934712X13420906885430.
- Ailawadi, K., Lehmann, D. and Neslin, S. (2003). Revenue Premium as an Outcome Measure of Brand Equity. *Journal of Marketing*, 67(4), 1-17.
- Anurit, J., Newman, K., & Chansarkar, B.A. (2015). Consumer Behaviour of Luxury Automobiles: A Comparative Study between Thai and UK Customers' Perceptions.
- Bagozzi, Richard & Gopinath, Mahesh & Nyer, Prashanth. (1999). The Role of Emotions in Marketing. *Journal of the Academy of Marketing Science*. 27. 184-206. 10.1177/0092070399272005.
- Baldinger, Allan L., and Joel Rubinson. "Brand loyalty: the link between attitude and behavior." *Journal of Advertising Research*, Nov.-Dec. 1996, 22+. *Gale Academic OneFile*, Accessed 7 Feb. 2020.
- Baker, Wayne. (1990). Market Networks and Corporate Behavior. *American Journal of Sociology - AMER J SOCIOL*. 96. 10.1086/229573.
- Beatty, Sharon & Kahle, Lynn. (1988). Alternative Hierarchies of the Attitude-Behavior Relationship: The Impact of Brand Commitment and Habit. *Journal of the Academy of Marketing Science*. 16. 1-10. 10.1007/BF02723310.
- Berry, L. (1995). Relationship Marketing of Services--Growing Interest, Emerging Perspectives. *Journal of the Academy of Marketing Science*, 23(4), 236-245.
- Berscheid, E. (1983). Emotion. In H. H. Kelley, E. Berscheid, A. Christensen, J. H. Harvey, T. L. Huston, G. Levinger, E. McClintock, L. A. Peplau, & D. R. Peterson (Eds.), *Close relationships* (110-168). New York, NY: Freeman.
- Berkowitz, E. N., Jacoby, J., & Chestnut, R. (1978). Brand Loyalty: Measurement and Management. *Journal of Marketing Research*, 15(4), 659. DOI:10.2307/3150644
- Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury brands: A cross-cultural comparison. *Journal of Business Research*, 65(10), 1443-1451. DOI: 10.1016/j.jbusres.2011.10.010
- Bloemer, J. M. M., & Kasper, H. D. P. (1999, December 22). The complex relationship between consumer satisfaction and brand loyalty. Retrieved from <https://www.sciencedirect.com/science/article/pii/016748709500007B>
- Butz, H. E., & Goodstein, L. D. (1996). Measuring customer value: Gaining a strategic advantage. *Organizational Dynamics*, 24(3), 63-77. DOI: 10.1016/s0090-2616(96)90006-6
- Buzzell, R. D., & Gale, B. T. (1987). *The Pims principles: linking strategy to performance*. New York: Free Press.
- Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81-93. doi: 10.1509/jmkg.65.2.81.18255
- Correia Loureiro, S. (2019). *Consumer-Brand Relationship foundation and state of art*. Master. ISCTE-IUL, Portugal.
- Crosby L.A. e Taylor J.R., 1983, Psychological Commitment and Its Effects on Post-Decision Evaluation and Preference Stability Among Voters, *Journal of Consumer Research*, March, 413-431
- Cronin, Jr, J. & Taylor, Steve. (1992). Measuring Service Quality - A Reexamination And Extension. *The Journal of Marketing*. 56. 55-68. 10.2307/1252296
- Curtis, T., Abratt, R., Dion, P., & Rhoades, D. L. (2011). Customer Satisfaction, Loyalty and Repurchase: Some Evidence from Apparel Consumers. *Review of Business*, 32(1). Retrieved from <https://commons.erau.edu/db-management/20>
- Day, G. S. (1999). *Market driven strategy: processes for creating value: with a new introduction*. New York: Free Press.

- Danziger, P. N. (2005). Let them eat cake: marketing luxury to the masses - as well as the classes. Chicago: Dearborn trade.
- Deci, E. and Ryan, R. (2000). The "What" and "Why" of Goal Pursuits: Human Needs and the Self-Determination of Behavior. *Psychological Inquiry*, 11(4), 227-268.
- Dent, E. B., & Goldberg, S. G. (1999). Challenging "Resistance to Change." *The Journal of Applied Behavioral Science*, 35(1), 25–41. <https://doi.org/10.1177/0021886399351003>
- DeVellis, R. F. (2003). *Scale development: Theory and applications* (2nd Edition). Thousand Oaks, CA: Sage Publications, Inc.
- Dick, A.S., Basu, K. Customer loyalty: Toward an integrated conceptual framework. *JAMS* 22, 99–113 (1994). <https://doi.org/10.1177/0092070394222001>
- Dixon, J., Bridson, K., Evans, J., & Morrison, M. (2005). An alternative perspective on relationships, loyalty and future store choice. *The International Review of Retail, Distribution and Consumer Research*, 15(4), 351–374. doi: 10.1080/09593960500197461
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307–319. doi: 10.1177/002224379102800305
- Dodds, W. B., & Monroe, K. B. (1985). The Effect of Brand and Price Information on Subjective Product Evaluations. *Advances in Consumer Research*, 12, 85–90. Retrieved from <https://www.acrwebsite.org/volumes/6364>
- Doney, P. M., & Cannon, J. P. (1997). An Examination of the Nature of Trust in Buyer-Seller Relationships. *Journal of Marketing*, 61(2), 35. <https://doi.org/10.2307/1251829>
- Dubois, B., & Duquesne, P. (1993). The Market for Luxury Goods: Income versus Culture. *European Journal of Marketing*, 27(1), 35–44. doi: 10.1108/03090569310024530
- Escalas, J. E., & Bettman, J. R. (2005). Self-Construal, Reference Groups, and Brand Meaning. *Journal of Consumer Research*, 32(3), 378–389. doi: 10.1086/497549
- Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The Effect of Brand Satisfaction, Trust and Brand Commitment on Loyalty and Repurchase Intentions. *Procedia - Social and Behavioral Sciences*, 58, 1395–1404. doi: 10.1016/j.sbspro.2012.09.1124
- Fredericks, Joan O., and James M. Salter, II. "Beyond customer satisfaction." *Management Review*, May 1995, 29+. Accessed 7 Feb. 2020.
- Fornell, C., Johnson, M. D., Anderson, E. W., Jaesung, C., Bryant, B. E., 1996. The American Customer Satisfaction Index: Nature, Purpose, and Findings. *Journal of Marketing*. 60(4), 7-18.
- Funkhouser, G. (1996). International consumer behavior: Its impact on marketing strategy development.
- Gentile, C., Spiller, N. and Noci, G. (2007). How to Sustain the Customer Experience. *European Management Journal*, 25(5), 395-410.
- Gounaris, S., & Stathakopoulos, V. (2004). Antecedents and consequences of brand loyalty: An empirical study. *Journal of Brand Management*, 11(4), 283–306. doi: 10.1057/palgrave.bm.254017
- Gounaris, S., Tzempelikos, N. and Chatzipanagiotou, K. (2007). The Relationships of Customer-Perceived Value, Satisfaction, Loyalty and Behavioral Intentions. *Journal of Relationship Marketing*, 6(1), 63-87.
- Griffin, R. W. (1993). *Management* (4th ed.). Houghton Mifflin.
- Grayson, K., Amber, T., 1999. The dark side of long-term relationships in marketing services. *JMR, Journal of Marketing Research*. 36(1), 132-141.
- Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The Effects of Price-Comparison Advertising on Buyers Perceptions of Acquisition Value, Transaction Value, and Behavioral Intentions. *Journal of Marketing*, 62(2), 46. doi: 10.2307/1252160
- Graf, A. and Maas, P. (2008). Customer value from a customer perspective: a comprehensive review. *Journal für Betriebswirtschaft*, 58(1),1-20.
- Gustafsson, A., Johnson, M. D., & Roos, I. (2006). The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention. *Journal of Marketing*, 69(4), 210–218. doi: 10.1509/jmkg.2005.69.4.210

- Ha, C. L. (1998). The theory of reasoned action applied to brand loyalty. *Journal of Product & Brand Management*, 7(1), 51–61. doi: 10.1108/10610429810209737
- Hague, P & Hague, N. 2016. Customer Satisfaction Survey: The customer experience through the customer's eyes. London: Cogent Publication
- Hagtvedt, H., & Patrick, V. M. (2009). The broad embrace of luxury: Hedonic potential as a driver of brand extendibility. *Journal of Consumer Psychology*, 19(4), 608–618. doi: 10.1016/j.jcps.2009.05.007
- Hawkins, Roger J. Best, and Kenneth A. Coney. Consumer Behavior: Implications for Marketing Strategy (6th edition), by Del I. 649. *Journal of Product Innovation Management*, 13(2), 184-186.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. *European Journal of Marketing*, 37(11/12), 1762–1800. doi: 10.1108/03090560310495456
- Hill, N., Roche, G., & Allen, R. (2007). Customer Satisfaction: The customer experience through the customer's eyes.
- Herrmann, Andreas & Huber, Frank. (2001). Gaining Competitive Advantage through Customer Value oriented Management. University of St.Gallen. 18.
- Holbrook, M. (1999) Consumer Value: A Framework for Analysis and Research. Routledge, New York. <http://dx.doi.org/10.4324/97802030106790.1108/07363760110365796>.
- Holweg, Matthias. (2008). The evolution of competition in the automotive industry. Build To Order: The Road to the 5-Day Car. 13-34. 10.1007/978-1-84800-225-8_2.
- Kasmer, H. (2005), Customer Relationship Management, Customer Satisfaction Study and a Model for Improving Implementation of the Maritime Transport Sector, Systems Engineering Program of the U.S. prepared YTU FBE Master's thesis in Industrial Engineering, Istanbul.
- Kapferer, J. (2014). The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands.
- Kapferer, J., & Vincent Bastein (2012) The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands. 2e London Kogan Page Limited 2012 395. ISBN-13:978-0-7494-6491-2. *Journal of Product and Brand Management*, 23(3), .244-245.
- Keller, K. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1)
- Keller, K., Aaker, D. The Impact of Corporate Marketing on a Company's Brand Extensions. *Corp Reputation Rev* 1, 356–378 (1998). <https://doi.org/10.1057/palgrave.crr.1540057>
- Keller, K. L. (2001). *Building customer-based brand equity: a blueprint for creating strong brands*. Cambridge, Mass: Marketing Science Institute.
- Kemp, S. (1998). Perceiving luxury and necessity. *Journal of Economic Psychology*, 19(5), 591-606.
- Kiesler, C. A., & Sakumura, J. (1966). A test of a model for commitment. *Journal of Personality and Social Psychology*, 3(3), 349–353. <https://doi.org/10.1037/h0022943>
- Kotler, P. (2017). *Principles of Marketing*. Pearson Education Limited.
- Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2020). Principles of marketing. New York: Pearson.
- Kothari, Ashish & Lackner, Joseph. (2006). A value based approach to management. *Journal of Business & Industrial Marketing*. 21. 243-249. 10.1108/08858620610672614.
- Kapferer Jean-Noël. (2012). *The new strategic brand management: creating and sustaining brand equity long term*. London: Kogan Page.
- Lasser, W., Mittal, B. and Sharma, A. (1995), “Measuring customer-based brand equity”, *Journal of Consumer Marketing*, Vol. 12 No. 4, 11-19.
- Leenheer, J., van Heerde, H. J., Bijmolt, T. H. A., Smidts, A., 2007. Do loyalty programs really enhance behavioral loyalty? An empirical analysis accounting for self- selecting members. *International Journal of Research in Marketing*. 24(1), 31-47.
- Louis, Didier & Lombart, Cindy. (2010). Impact of brand personality on three major relational consequences (trust, attachment, and commitment to the brand). *Journal of Product & Brand Management*. 19. 114-130. 10.1108/10610421011033467.

- Loureiro, Sandra & Miranda, F. Javier & Breazeale, Michael. (2014). Who Needs Delight? The Greater Impact of Value, Trust and Satisfaction in Utilitarian, Frequent-Use Retail. *Journal of Service Management*. 25. 10.1108/JOSM-06-2012-0106.
- Lusch, R. F., & Vargo, S. L. (2006). Service-dominant logic: reactions, reflections and refinements. *Marketing Theory*, 6(3), 281–288. <https://doi.org/10.1177/1470593106066781>
- Malhotra, N., & Birks, D. (2006). *Marketing research: An applied approach*, 2a Ed. Harlow, England: Prentice Hall.
- Malhotra, Naresh & DF, Birks. (2007). *Marketing Research: An Applied Approach*. 10.1108/S1548-6435(2006)2.
- Mcdougall, G. H., & Levesque, T. (2000). Customer satisfaction with services: putting perceived value into the equation. *Journal of Services Marketing*, 14(5), 392–410. doi: 10.1108/08876040010340937
- M. Mercedes Galan-Ladero, Clementina Galera-Casquet, Walter Wymer. 2013. Attitudes towards cause-related marketing: determinants of satisfaction and loyalty. *International Review on Public and Nonprofit Marketing* 10:3, 253-269.
- Mokhtarian, Patricia & Choo, Sangho. (2004). What type of vehicle do people drive? The role of attitude and lifestyle in influencing vehicle type choice. *Transportation Research Part A: Policy and Practice*. 38. 201-222. 10.1016/j.tra.2003.10.005.
- Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations. *Journal of Marketing Research*, 29(3), 314. doi: 10.2307/3172742
- Moore, Willis (1957) "The Language of Values," in R.Lepley (ed.) *The Language of Value*, New York: Columbia University Press, 9–28.
- Mabkhot, Hashed & Shaari, Hasnizam & Md Salleh, Salniza. (2017). The Influence of Brand Image and Brand Personality on Brand Loyalty, Mediating by Brand Trust: An Empirical Study. *Journal Pengurusan*. 50. 10.17576/pengurusan-2017-50-07.
- Management. *Journal of Marketing*, 50(4), p.135. Prahalad, C. and Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5-14.
- Marôco, J. (2014). *Análise estatística com o SPSS Statistics*, 6a Ed.
- Mittal, Vikas & Kamakura, Wagner. (2001). Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics. *Journal of Marketing Research*. 38. 131-142. 10.1509/jmkr.38.1.131.18832.
- Morgan, Robert & Hunt, Shelby. (1994). The Commitment-Trust Theory of Relationship Marketing. *The Journal of Marketing*. 58. 20-38. 10.2307/1252308.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the customer*. New York.
- Oliver, R. (1999). Whence Consumer Loyalty?. *Journal of Marketing*, N 63, 33.
- Olsen, S. (2002). Comparative evaluation and the relationship between quality, satisfaction, and repurchase loyalty. *Measuring Business Excellence*, 6(4). Park, C., Jaworski, B. and MacInnis, D. (1986). Strategic Brand Concept-Image
- Oliver, R. L. (2010). *Satisfaction: a behavioral perspective on the consumer*. Armonk, NY: M.E. Sharpe.
- Olshavsky, R. W. (1985). Towards a more comprehensive theory of choice. *Advances in Consumer Research*, 12, 465–470.
- Parment, A. (2008). Distribution strategies for volume and premium brands in highly competitive consumer markets. *Journal of Retailing and Consumer Services*, 15(4), 250-265.
- Payne, A., & Holt, S. (2001). Diagnosing Customer Value: Integrating the Value Process and Relationship Marketing. *British Journal of Management*, 12(2), 159–182. doi: 10.1111/1467-8551.00192
- Peter, J. P., & Olson, J. C. (1987). *Consumer behavior: marketing strategy perspectives*. Homewood: Irwin.
- Porter, M. E, 1996. What Is Strategy?, *Harvard Business Review* 74, no. 6 , 61–78.
- Pritchard, M. P., Havitz, M. E., & Howard, D. R. (1999). Analyzing the Commitment-Loyalty, Contexts. *Journal of the Academy of Marketing Science*, 27(3), 333–348. doi: 10.1177/0092070399273004
- Pritchard, Mark & Havitz, Mark & Howard, Dennis. (1999). Analyzing the Commitment-Loyalty Link in Service Contexts. *Journal of the Academy of Marketing Science*. 27. 333-348. 10.1177/0092070399273004.

- Quelch, J. (1987). Marketing the premium product. *Business Horizons*, 30(3),38-45.
- Sharp, B. and Sharp, A. (2019). *Loyalty Programs and their Impact on Repeat- Purchase Loyalty Patterns: a replication and extension*. Ph.D. University of South Australia.
- Santos, M., Marques, C., Reis, E. and Menezes, J. (2013). The influence of the consumer perceived value on the satisfaction with the grocery retailer relationship: the mediating effect of the risk of unsustainable consumption. *Managing Globalization in Times of Economic Crisis, ISCTE*, [online] -.199-208. Available at: [https:// www.researchgate.net](https://www.researchgate.net) [Accessed 6 Feb. 2019].
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students* (5th Edition). Harlow, England: Prentice Hall.
- Saunders, Mark & Lewis, Philip & Thornhill, Adrian & Bristow, Alex. (2019). "Research Methods for Business Students" Chapter 4: Understanding research philosophy and approaches to theory development.
- Schermerhorn, J. R. (1989). *Management for Productivity*. Wiley.
- Setijono, Djoko & Dahlggaard, Jens. (2007). Customer value as a key performance indicator (KPI) and a key improvement indicator (KII). *Measuring Business Excellence*. 11. 44-61. 10.1108/13683040710752733.
- Seibold, S. (2010, December). Understanding consumer behaviour in the prestige car market. RMIT University.
- Shah, S. & Aziz, J. & Jaffari, A.R. & Waris, Sidra & Ejaz, W. & Fatima, M. & Sherazi, Syed. (2012). The impact of brands on consumer purchase intentions. *Asian Journal of Business Management*. 4. 105-110.
- Silverstein, M., Fiske, N. and Butman, J. (2005). *Trading up*. New York: Portfolio. 26
- Sirdeshmukh, Deepak & Singh, Jagdip & Sabol, Barry. (2002). Consumer Trust, Value, and Loyalty in Relational Exchanges. *The Journal of Marketing*. 66. 15-37. 10.1509/jmkg.66.1.15.18449.
- Sivadas, Eugene & Baker-Prewitt, Jamie. (2000). An examination of the relationship between service quality, customer satisfaction, and store loyalty. *International Journal of Retail & Distribution Management*. 28. 73-82. 10.1108/09590550010315223.
- Sharma, Ashish and Shukla, Deepak, Perception of Consumers Towards Car Purchase Decision (January 5, 2019). Proceedings of 10th International Conference on Digital Strategies for Organizational Success. <http://dx.doi.org/10.2139/ssrn.3308680>
- Sheth, J.N., Newman, B.I. and Gross, B.L. (1991), *Consumption Values and Market Choice*, South Western Publishing, Cincinnati, OH.
- Stokes, Raymond C. (1985), "The Effect of Price, Package Design, and Brand Familiarity on Perceived Quality," in *Perceived Quality*, J. Jacoby and J. Olson, eds. Lexington, MA: Lexington Books, 233-46.
- Strach, Pavel & Everett, André. (2006). Brand corrosion: Mass-marketing's threat to luxury automobile brands after merger and acquisition. *Journal of Product & Brand Management*. 15. 106-120. 10.1108/10610420610658947.
- Sullivan, M. W. (1998). How Brand Names Affect the Demand for Twin Automobiles. *Journal of Marketing Research*, 35(2), 154. <https://doi.org/10.2307/3151844>
- Szwarc, P. (2005). *Researching customer satisfaction & loyalty*. London: Kogan Page.
- Sweeney, J. and Soutar, G. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.
- Szymanski, D. M., & Henard, D. H. (2001). Customer Satisfaction: A Meta-Analysis of the Empirical Evidence. *Journal of the Academy of Marketing Science*, 29(1), 16–35. doi: 10.1177/009207030102900102
- Reichheld, F., and W. E. Sasser Jr. **Zero Defections: Quality Comes to Services**. Harvard Business Review 68, no. 5 (September–October 1990): 105–111.
- Vallerand, Robert & Pelletier, Luc & Deshaies, P & Cuerrier, Jp & Mongeau, C. (1992). Ajzen., & Fishbein's Theory of Reasoned Action as Applied to Moral Behavior: A Confirmatory Analysis. *Journal of Personality and Social Psychology*. 62. 98-109. 10.1037//0022-3514.62.1.98.
- Veblen, T. (2016). *The theory of the leisure class: an economic study in the evolution of institutions*. United States: Open Road Media.
- Vigneron, Franck & Johnson, Lester. (2004). Measuring perceptions of brand luxury. *Journal of Brand Management*. 11. 10.1057/palgrave.bm.2540194.
- Wang, Y., Lo, H. P., Chi, R., & Yang, Y. (2004). An integrated framework for customer value and customer-relationship-management performance: a customer-based perspective from China. *Managing Service Quality: An International Journal*, 14(2/3), 169–182. doi: 10.1108/09604520410528590

- Wang, L., & Finn, A. (2012). Measuring consumer-based brand equity across brand portfolios: Many-facet Item Response Theory perspective. *Journal of Targeting, Measurement and Analysis for Marketing*, 20(3-4), 254–260. doi: 10.1057/jt.2012.20
- Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139–153. doi: 10.1007/bf02894350
- Yi, Y., Jeon, H., 2003. Effects of loyalty programs on value perception, program loyalty, and brand loyalty. *Journal of the Academy of Marketing Science*. 31(3), 229-240. Walter, A., Ritter, T. and Gemünden, H. (2001).
- Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1–14. doi: 10.1016/s0148-2963(99)00098-
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). *Delivering quality service: balancing customer perceptions and expectations*. New York: The Free Press.
- Zeithaml, V.A. (1998) Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52, 2-22. <http://dx.doi.org/10.2307/1251446>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: integrating customer focus across the firm*. New York: McGraw-Hill Education

Appendix*Table I - Sample Characterization Part I*

Indicator	Answer Options	Absolute Frequency	Relative Frequency
Gender	Female	23	10,8
	Male	188	88,3
	Other	2	0,9
	Total	213	
Age	18-29	88	41,3
	30 – 39	73	34,3
	40 – 49	32	15
	50 - 59	13	6,1
	60 – 69	6	2,8
	>65	1	0,5
	Total	213	
Academic Habilitations	Until 12th grade	84	39,4
	Bachelor	72	33,8
	Master	37	17,4
	Doctorate	6	2,8
	Other	14	6,6
	Total	213	
Occupation	Student	14	6,6
	Working Student	13	6,1
	Working on their own	33	15,5
	Working on others' behalf	144	67,6
	Retired	1	0,5
	Other	8	3,8
	Total	213	
Monthly Gross income	No income	13	6,1%
	<500,99€	4	1,9%
	501-1000,99 €	63	29,5%
	1.001-1500,99€	50	23,4%
	1.501-2.000,99€	17	7,9%
	2.001 – 2.500,99€	7	3,3%
	2.501 – 3.000,99€	7	3,3%
	3.001 – 3.500,99€	4	1,9%
	>3.501€	24	11,3%
	Refuse to answer	24	11,3%
Total	213		

Table II - Sample Characterization Part II

Indicator	Answer Option	Absolute Frequency	Relative Frequency
District	Aveiro	16	7,5
	Beja	5	2,3
	Bragança	14	6,6
	Castelo Branco	2	0,9
	Coimbra	8	3,8
	Évora	2	0,9
	Faro	4	1,9
	Guarda	2	0,9
	Leiria	15	7
	Lisboa	56	26,3
	Portalegre	1	0,5
	Porto	39	18,3
	Santarém	13	6,1
Setúbal	15	7	

Viana do Castelo	6	2,8
Viseu	4	1,9
Autonomous Region of Madeira	2	0,9
Autonomous Region Azores	4	1,9
Total	213	

Table III - Brand Preference and Premium choice

Indicator	Answers Options	Absolute Frequency	Relative Frequency
Brand Preference	Mercedes	108	50,7
	BMW	105	49,3
Premium Factors in brand choice	Exclusivity	Mercedes	93
		BMW	81
	Quality	Mercedes	150
		BMW	131
	High-Price	Mercedes	72
		BMW	38
	Performance	Mercedes	100
		BMW	143
	Innovation	Mercedes	129
		BMW	100
	Technology	Mercedes	144
		BMW	120
	Heritage	Mercedes	106
		BMW	78
	Social Status	Mercedes	90
		BMW	70
Image	Mercedes	105	
	BMW	115	
Notoriety	Mercedes	81	
	BMW	78	
Personal Connection	Mercedes	70	
	BMW	98	
Car Owners	Mercedes	90	42,3%
	BMW	106	49,8%
	Both	32	15%
	None	49	23%
	Total	245	

Table IV- Car choice

Indicator	N	Media	Mode	Median	Standard Deviation	Minimum	Maximum
Price	213	3,01	3	3	0,08	1	5
Quality-Price	213	2,48	1	2	0,098	1	5
Performance	213	2,90	2	3	0,084	1	5
Safety	213	3,09	3	3	0,083	1	5
Social Status	213	3,52	5	5	0,120	1	5

Table V - Measurement Scales

Authors	Original Items	Alpha de Cronbach	Adapted Items		Variable
Steven A. Taylor Kevin Celuch and Stephen Goodwin Oliver 1997, Sirdeshmukh et al. 2002	The equipment has exceeded my highest expectations. The equipment is among the best I could have bought or leased. The equipment is exactly what I needed. My choice to buy or lease this piece of equipment was a wise one. I am satisfied with my decision to buy or lease the piece of equipment. I am sure that it was the right thing to do to buy or lease the piece of equipment. Using this piece of heavy equipment has been a good experience. I have been delighted with the heavy equipment I am evaluating.	Mercedes: 0,95 BMW 0.93	Os carros desta marca superam as minhas altas expectativas Os carros desta marca é dos melhores que eu poderia ter comprado/escolhido Este carro, desta marca, é exatamente o que eu precisava. Eu estou satisfeito com a minha decisão de comprar este carro, desta marca Eu tenho a certeza de que fiz a escolha certa ao escolher um carro desta marca Usar carro/s desta marca tem sido uma boa experiência Eu estou encantado com carros desta marca	CS_1 CS_2 CS_3 CS_4 CS_5 CS_6 CS_7 CS_B_1 CS_B_2 CS_B_3 CS_B_4 CS_B_5 CS_B_6 CS_B_7	Customer_Satisfaction
Steven A. Taylor Kevin Celuch and Stephen Goodwin Lasser et al. 1995	. The heavy equipment company I am evaluating offers good value for the price I paid. The heavy equipment company I am evaluating provides customers with a good deal. I consider the heavy equipment I am evaluating to be a bargain for the benefits I am receiving.	Mercedes 0,775 BMW 0.882	A minha avaliação desta marca é que o preço que tenho de pagar pelos carros me traz benefícios A minha avaliação desta marca é que proporciona aos consumidores uma boa oportunidade de negócio Eu considero esta marca uma 'pechincha' para os benefícios que recebo	Value_M Value_M Value_M Value_B Value_B Value_B	Value
Pritchard et al., 1999	My preference for the manufacturer of heavy equipment I am evaluating would not willingly change later when it comes time to secure replacement equipment. It would be difficult to change my beliefs about the manufacturer of heavy equipment I am evaluating Even if others recommended another heavy equipment manufacturer, I would not change my preference for the manufacturer that I am evaluating.	Mercedes: 0,881 BMW 0.874	Quando chegar a altura de mudar de carro, a minha preferência não se irá alterar à partida Será difícil alterar a minha perceção sobre os carros desta marca Mesmo que outros me recomendem outra marca, eu não irei alterar a minha escolha por esta marca	Value_M Value_M Value_M RC_B RC_B RC_B	Resistance to change
Steven A. Taylor Kevin Celuch and Stephen Goodwin	When I think about it, I feel good about the manufacturer of heavy equipment I am evaluating. When I think about it, I am happy knowing that I made the decision to purchase/lease the particular piece of heavy equipment that I am evaluating. When I think about it, it gives me pleasure knowing that I made the decision to purchase/ lease the piece of heavy equipment that I am evaluating.	Mercedes: 0,946	Quando eu penso nesta marca, eu sinto-me bem quanto a ela. Quando eu penso nisso, eu sinto-me feliz por saber que comprei esta marca Quando eu penso nisso, tenho prazer em saber que tomei a decisão de comprar esta marca	Affect_M Affect_M Affect_M Affect_M Affect_M Affect_M	Affect
Chaudhuri and Holbrook, 2001	I love this product I feel good when I use this product I rely on this product	BMW 0.922	Eu adoro este produto Eu sinto-me bem quando uso este produto Eu confio neste produto	Affect_B Affect_B Affect_B Affect_B Affect_B Affect_B	
Steven A. Taylor Kevin Celuch and Stephen Goodwin	I use heavy equipment from the company I am evaluating because it is the best choice for me. I consider myself to be a loyal patron of the manufacturer of heavy equipment I am evaluating. I'm committed to the manufacturer of heavy equipment that I'm evaluating.	Mercedes: 0,955	Eu tenho/tive esta marca porque acredito que é a melhor escolha para mim Eu considero-me leal a esta marca Eu considero-me comprometido com esta marca	Loyalty_M_1 Loyalty_M_2 Loyalty_M_3 Loyalty_M_4 Loyalty_M_5 Loyalty_M_7	Loyalty

JOANA GUARDA

(Chaudhuri and Holbrook, 2001; Oliver, 1997; Pritchard et al., 1999; Sirdeshmukh et al., 2002)

CUSTOMER PERCEPTIONS IN PREMIUM PURCHASE INTENTION MERCEDES VS. BMW

	In the future, I would be willing to pay a higher price for heavy equipment from the manufacturer I am evaluating over competitive offerings. I consider the manufacturer I am evaluating my first choice when buying/leasing heavy equipment.		No Futuro eu estaria disposto a pagar mais para continuar a usar esta marca mesmo avaliando outras propostas competitivas. Eu considero esta marca a minha primeira escolha na compra de carros	Loyalty_M_8 Loyalty_M_9	
	If I had it to do all over again, I'd buy or lease heavy equipment from a different company. I intend to keep buying the equipment of the heavy equipment manufacturer I am evaluating. I would not switch to a competitor, even if I had a problem with the products/services of the manufacturer of heavy equipment I am evaluating. I intend to purchase heavy equipment from the manufacturer of the equipment I am evaluating in the future.	BMW 0.833	Se eu voltasse a atrás, escolheria outra marca Eu tenciono continuar a comprar carros desta marca Eu não iria alterar para um concorrente, mesmo que tivesse um problema com os carros/serviço desta marca Eu tenciono no futuro comprar esta marca de carros	Loyalty_B_1 Loyalty_B_2 Loyalty_B_3 Loyalty_B_4 Loyalty_B_5 Loyalty_B_7 Loyalty_B_8 Loyalty_M_9	
Steven A. Taylor Kevin Celuch and Stephen Goodwin (Lasser et al., 1995) 1-5	I can expect superior performance from the heavy equipment of the manufacturer I am evaluating. I can expect trouble-free performance from heavy equipment of the manufacturer I am evaluating. The manufacturer of the heavy equipment I am evaluating fits my personality. The manufacturer of heavy equipment I am evaluating is well regarded by my colleagues. I have positive personal feelings toward the manufacturer of heavy equipment I am evaluating. After using the heavy equipment of the manufacturer I am evaluating, I have grown fond of it.	Mercedes: 0,875 BMW 0,877	Esta marca de carros, eu posso esperar uma performance superior Esta marca de carros é feita de forma a não dar problemas Esta marca de carros enquadra-se na minha personalidade Esta marca é considerada dentro do meu grupo de relações Eu considero que esta marca de carros é uma 'pechincha' para os benefícios que recebo Eu tenho sentimentos positivos por esta marca Depois de usar esta marca, eu fiquei um fã dela.	BE_M_1 BE_M_2 BE_M_3 BE_M_4 BE_M_5 BE_M_6 BE_B_1 BE_B_2 BE_B_3 BE_B_4 BE_B_5 BE_B_6	Brand Equity
Bian, Q., & Forsythe, S. (2012)	If I were going to purchase a luxury product, I would consider buying this brand. If I were shopping for a luxury brand, the likelihood I would purchase this luxury brand is high My willingness to buy this luxury brand would be high if I were shopping for a luxury brand. The probability I would consider buying this luxury brand is high.	Mercedes: 0,926 BMW 0.946	Se eu fosse comprar um carro Premium, eu consideraria comprar esta marca Se eu quisesse comprar uma marca Premium, é bastante provável que eu escolhesse esta marca Eu estaria bastante disponível para comprar esta marca de carros, se estivesse disponível para comprar uma marca de carros Premium. A probabilidade de considerar esta marca Premium é bastante alta.	Premium_M1 Premium_M2 Premium_M3 Premium_M4 Premium_selected1 Premium_selected2 Premium_selected3 Premium_selected4	Premium Purchase Intention



Table VI - Variable Analysis

Mercedes

Variables Mercedes	Items	N	Mean		Median	Mode	Standard Deviation		Minimum	Maximum
			Item	Var.			item	VAR		
Satisfaction	CS_1	90	3,92	0,977903	4	4	1,073	0,013656	1	5
	CS_2		4,09		4	5	0,979		1	5
	CS_3		4,16		4	5	0,982		1	5
	CS_4		4,36		5	5	1,009		1	5
	CS_5		4,27		5	5	0,981		1	5
	CS_6		4,41		5	5	0,873		1	5
	CS_7		4,12		4	5	1,015		1	5
Value	Value_M_1	90	3,57	1,316771	4	4	1,171	0,007478	1	5
	Value_M_2		3,66		4	4	1,103		1	5
	Value_M_3		3,18		4	3	1,166		1	5
Resistance to Change	RC_M_1	90	3,83	1,538494	4	5	1,445	0,049565	1	5
	RC_M_2		3,86		4	5	1,361		1	5
	RC_M_3		3,62		4	5	1,788		1	5
Affect	Affect_M_1	90	4,51	0,840262	5	5	0,59	0,013488	1	5
	Affect_M_2		4,48		5	5	0,74		1	5
	Affect_M_3		4,44		5	5	0,879		1	5
	Affect_M_4		4,38		5	5	0,732		1	5
	Affect_M_5		4,61		5	5	0,488		1	5
	Affect_M_6		4,44		5	5	0,856		1	5
Trust	Trust_M_1	90	4,28	0,914560	4	5	0,924	0,048224	1	5
	Trust_M_2		4,19		4	5	0,982		1	5
	Trust_M_3		3,91		4	5	1,167		1	5
	Trust_M_4		4,04		4	5	0,993		1	5
	Trust_M_5		4,31		5	5	0,907		1	5
	Trust_M_6		4,33		5	5	0,948		1	5
	Trust_M_7		4,11		4	5	0,999		1	5
	Trust_M_8		3,97		4	4	1,065		1	5
Brand Equity	BE_M_1	90	4,06	1,154414	4	4	0,916	0,103107	1	5
	BE_M_2		3,77		4	4	1,152		1	5
	BE_M_3		4,13		4	5	1,019		1	5
	BE_M_4		3,03		3	3	1,302		1	5
	BE_M_5		4,09		4	5	0,967		1	5
	BE_M_6		4,11		4	4	0,929		1	5
Loyalty	Loyalty_M_1	90	4,29	1,790262	5	5	1,073	0,185569	1	5
	Loyalty_M_2		3,64		4	5	1,310		1	5
	Loyalty_M_3		3,39		4	4	1,355		1	5
	Loyalty_M_4		3,58		4	5	1,521		1	5
	Loyalty_M_5		2,30		2	1	1,418		1	5
	Loyalty_M_6		3,83		4	5	1,183		1	5
	Loyalty_M_7		3,18		3	5	1,458		1	5
	Loyalty_M_8		3,83		4	5	1,220		1	5
Premium Purchase Intention	Premium_M_1	90	4,03	1,092260	4	5	1,230	0,072353	1	1
	Premium_M_2		3,76		4	5	1,351		1	1
	Premium_M_3		3,80		4	5	1,338		1	1
	Premium_M_4		3,91		4	5	1,294		1	1

BMW

Variables	Items	N	Mean		Median	Mode	Standard Deviation		Minimum	Maximum
			Item	Var.			item	VAR		
Satisfaction	CS_B_1	106	3,82	1,159607	4	4	1,006	0,048930	1	5
	CS_B_2		3,85		4	4	1,209		1	5
	CS_B_3		3,87		4	5	1,172		1	5
	CS_B_4		4,17		5	5	1,117		1	5
	CS_B_5		4,19		5	5	1,079		1	5
	CS_B_6		4,38		5	5	0,910		1	5
	CS_B_7		4,16		4	5	1,015		1	5
Value	V_B_1	106	3,38	1,570530	4	4	1,298	0,011625	1	5
	V_B_2		3,53		4	4	1,213		1	5
	V_B_3		2,92		3	3	1,247		1	5
Resistance to Change	RC_B_1	106	3,71	1,546900	4	5	1,264	0,067175	1	5
	RC_B_2		3,86		4	5	1,124		1	5
	RC_B_3		3,52		4	5	1,332		1	5
Affect	Affect_B_1	106	4,53	0,751617	5	5	0,663	0,060838	1	5
	Affect_B_2		4,45		5	5	0,701		1	5
	Affect_B_3		4,42		5	5	0,721		1	5
	Affect_B_4		4,58		5	5	0,577		1	5
	Affect_B_5		4,61		5	5	0,544		1	5
	Affect_B_6		4,19		5	5	0,296		1	5
Trust	Trust_B_1	106	3,95	1,233	4	4	1,099	0,008229	1	5
	Trust_B_2		3,91		4	4	1,126		1	5
	Trust_B_3		3,61		4	4	1,126		1	5
	Trust_B_4		3,71		4	4	1,112		1	5
	Trust_B_5		4,01		4	5	1,108		1	5
	Trust_B_6		4,13		4	5	1,015		1	5
	Trust_B_7		3,75		4	4	1,147		1	5

	Trust_B_8		3,71		4	4	1,146		1	5
Brand Equity	BE_B_1	106	4,23	1,280015	4	5	0,998	0,054872	1	5
	BE_B_2		3,36		4	4	1,289		1	5
	BE_B_3		4,26		5	5	1,008		1	5
	BE_B_4		3,88		4	5	1,193		1	5
	BE_B_5		2,74		3	3	1,157		1	5
	BE_B_6		4,06		4	5	1,153		1	5
	BE_B_7		4,18		5	5	1,094		1	5
Loyalty	Loyalty_B_1	106	4,26	1,734962	5	5	1,017	0,129168	1	5
	Loyalty_B_2		3,47		4	5	1,442		1	5
	Loyalty_B_3		3,38		4	4	1,355		1	5
	Loyalty_B_4		3,61		4	5	1,405		1	5
	Loyalty_B_5		2,27		2	1	1,431		1	5
	Loyalty_B_6		3,86		4	5	1,230		1	5
	Loyalty_B_7		3,05		3	5	1,376		1	5
	Loyalty_B_8		3,82		4	5	1,225		1	5
Premium Purchase Intention	Premium_B_1	106	4,14	1,174429	4	5	1,008	0,010945	1	5
	Premium_B_2		3,97		4	5	1,107		1	5
	Premium_B_3		4,03		4	5	1,111		1	5
	Premium_B_4		4,08		4	5	1,104		1	5

Table VII

Table VII - Table of Consistency

Mercedes

Variables Mercedes	Items	N	Mean		Median	Mode	Standard Deviation	KMO	Total Variance Explained	Reliability and Internal consistency				
			Item	Var.						Number of Items	Alpha Cronbah	If an item is excluded		
Satisfaction	CS_1	90	3,92	4	4	4	1,073	0,895	80,282425	7	0,957963	0,955927		
	CS_2		4,09	4								5	0,979	0,952477
	CS_3		4,16	4								5	0,982	0,953930
	CS_4		4,36	5								5	1,009	0,949755
	CS_5		4,27	5								5	0,981	0,948124
	CS_6		4,41	5								5	0,873	0,950034
	CS_7		4,12	4								5	1,015	0,948789
Value	V_M_1	90	3,57	4	4	4	1,171	0,702	69,016	3	0,775197	0,697998		
	V_M_2		3,66	4								4	1,103	0,703060
	V_M_3		3,18	4								3	1,166	0,689128
Resistance to Change	RC_M_1	90	3,83	4	5	5	1,445	0,719882	80,850121	3	0,880917	0,823488		
	RC_M_2		3,86	4								5	1,361	0,878005
	RC_M_3		3,62	4								5	1,788	0,782342
Affect	Affect_M_1	90	4,51	5	5	5	0,593	0,899	79,504356	6	0,946280	0,933378		
	Affect_M_2		4,48	5								5	0,744	0,931307
	Affect_M_3		4,44	5								5	0,879	0,931499
	Affect_M_4		4,38	5								5	0,732	0,930793
	Affect_M_5		4,61	5								5	0,488	0,944481
	Affect_M_6		4,44	5								5	0,856	0,944766
Trust	Trust_M_1	90	4,28	4	5	5	0,924	0,921062	78,955148	8	0,959524	0,952564		
	Trust_M_2		4,19	4								5	0,982	0,952342
	Trust_M_3		3,91	4								5	1,167	0,959502
	Trust_M_4		4,04	4								5	0,993	0,953178
	Trust_M_5		4,31	5								5	0,907	0,952012
	Trust_M_6		4,33	5								5	0,948	0,950744
	Trust_M_7		4,11	4								5	0,999	0,953092
	Trust_M_8		3,97	4								4	1,065	0,958794
Brand Equity	BE_M_1	90	4,06	4,11	4	4	0,916	0,791561	57,316889	7	0,875481	0,871813		
	BE_M_2		3,77	4								4	1,152	0,857545
	BE_M_3		4,13	4								5	1,019	0,845088
	BE_M_4		3,03	3								3	1,302	0,871469
	BE_M_5		4,09	4								5	0,967	0,873389
	BE_M_6		4,11	4								4	0,929	0,839638
	BE_M_7		4,03	4								5	1,175	0,841105
Loyalty	Loyalty_M_1	90	4,29	5	5	5	1,073	0,890209	67,128394	9	0,896600	0,881983		
	Loyalty_M_2		3,64	4								5	1,310	0,869230
	Loyalty_M_3		3,39	4								4	1,355	0,894949
	Loyalty_M_4		3,58	4								5	1,521	0,872883
	Loyalty_M_5		2,30	2								1	1,418	0,864107
	Loyalty_M_6		3,83	4								5	1,183	0,955419
	Loyalty_M_7		3,18	3								5	1,458	0,875180
	Loyalty_M_8		3,83	4								5	1,220	0,875906
	Loyalty_M_9		3,87	4								5	1,020	0,869863

Premium Purchase Intention	Premium_M_1	90	4,03	4	5	1,2300	0,812954	81,948003	4	0,926192	0,938172
	Premium_M_2		3,76	4	5	1,3516					0,878149
	Premium_M_3		3,80	4	5	1,3383					0,889814
	Premium_M_4		3,91	4	5	1,2945					0,902311

BMW

Variables BMW	Items	N	Mean		Median	Mode	Standard Deviation	KMO	Total Variance Explained	Reliability and Internal consistency		
			Item	Var.						Number of Items	Alpha Cronbah	If an item is excluded
Satisfaction	CS_B_1	106	3,82	4	4	1,006	0,859141	72,870490	7	0,936484	0,929118	
	CS_B_2		3,85	4	4	1,209					0,926338	
	CS_B_3		3,87	4	5	1,172					0,927645	
	CS_B_4		4,17	5	5	1,117					0,922917	
	CS_B_5		4,19	5	5	1,079					0,923374	
	CS_B_6		4,38	5	5	0,910					0,928801	
	CS_B_7		4,16	4	5	1,015					0,928173	
Value	V_B_1	106	3,38	4	4	1,298	0,011625	0,712	79,539389	3	0,775197	0,768803
	V_B_2		3,53	4	4	1,213						0,793982
	V_B_3		2,92	3	3	1,247						0,882667
Resistance to Change	RC_B_1	106	3,71	4	5	1,264	0,067175	0,689357	80,0850121	3	0,870559	0,778596
	RC_B_2		3,86	4	5	1,124						0,913838
	RC_B_3		3,52	4	5	1,332						0,751918
Affect	Affect_B_1	106	4,53	5	5	0,663	0,859204	73,519761	6	0,922006	0,906920	
	Affect_B_2		4,45	5	5	0,701					0,889465	
	Affect_B_3		4,42	5	5	0,721					0,898519	
	Affect_B_4		4,58	5	5	0,577					0,919741	
	Affect_B_5		4,61	5	5	0,544					0,909580	
	Affect_B_6		4,19	5	5	0,296					0,920819	
Trust	Trust_B_1	106	3,95	4	4	1,099	0,008229	0,934270	77,564675	8	0,957683	0,948986
	Trust_B_2		3,91	4	4	1,126						0,950517
	Trust_B_3		3,61	4	4	1,126						0,955143
	Trust_B_4		3,71	4	4	1,112						0,950054
	Trust_B_5		4,01	4	5	1,108						0,952659
	Trust_B_6		4,13	4	5	1,015						0,947711
	Trust_B_7		3,75	4	4	1,147						0,954977
	Trust_B_8		3,71	4	4	1,146						0,955258
Brand Equity	BE_B_1	106	4,23	4	5	0,998	0,054872	0,863101	58,630611	7	0,877238	0,859650
	BE_B_2		3,36	4	4	1,289						0,865772
	BE_B_3		4,26	5	5	1,008						0,850232
	BE_B_4		3,88	4	5	1,193						0,866729
	BE_B_5		2,74	3	3	1,157						0,872923
	BE_B_6		4,06	4	5	1,153						0,848923
	BE_B_7		4,18	5	5	1,094						0,852663
Loyalty	Loyalty_B_1	106	4,26	5	5	1,017	0,129168	0,890209	64,470160 + 12,688811	9	0,833564	0,810847
	Loyalty_B_2		3,47	4	5	1,442						0,785295
	Loyalty_B_3		3,38	4	4	1,355						0,780091
	Loyalty_B_4		3,61	4	5	1,405						0,776734
	Loyalty_B_5		2,27	2	1	1,431						0,928688
	Loyalty_B_6		3,86	4	5	1,230						0,791704
	Loyalty_B_7		3,05	3	5	1,376						0,790652
	Loyalty_B_8		3,82	4	5	1,225						0,784032
	Loyalty_B_9		3,32	4	4	1,102						0,769863
Premium Purchase Intention	Premium_B_1	106	4,14	4	5	1,008	0,895175	81,948003	4	0,946102	0,935357	
	Premium_B_2		3,97	4	5	1,107					0,911543	
	Premium_B_3		4,03	4	5	1,111					0,929385	
	Premium_B_4		4,08	4	5	1,104					0,940141	



Study A

Model I – Customer Perception Elements to Loyalty

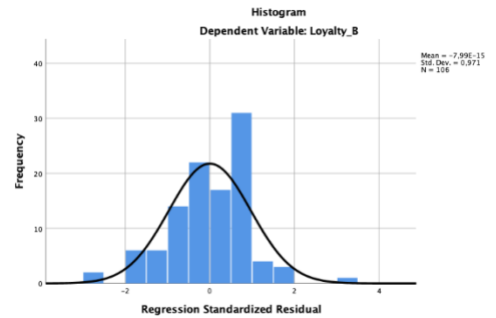
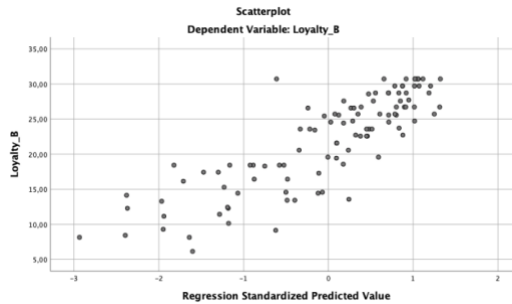
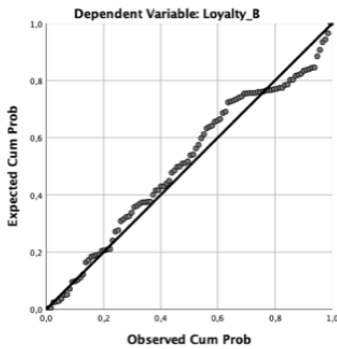
Table VIII- Multiple Regression Summary Part I

Model Summary	Normality			Error Independence			Multicollinearity		
	R	K-S	Sig	R-Square	Adjusted R	Std. Error of Estimate	Durbin-Watson	FIV	IC
1	,849 ^a			0,720846	0,703928	3,642374	1,346710		
Trust_B,		0,123190	,000 ^c					3,148772	10,392116
value_B,		0,108092	,004 ^c					3,673301	16,417548
Affect_B,		0,280918	,000 ^c					2,878307	18,897321
RC_B,		0,130742	,000 ^c					3,064765	23,177890
BE_B,		0,100336	,011 ^c					4,259216	26,889962
CS_B		0,152408	,000 ^c					4,617672	35,062608
Dependent Variable: Loyalty_B_		0,121275	,000 ^c						1,000000

Table VIII - Multiple Regression – Part II

Model	Variables	Adjusted R Square	ANOVA			Std. Error of the Estimate	Coefficients			
			F	df	sig		Coefficients Standardized (β)	t	sig	Unstandardized Coefficients
1		0,703928	42,607224	6	,000 ^b	3,642374				
	Trust_B,						0,096933	0,223000	0,306119	
	value_B,						-0,041586	-0,408619	0,683702	
	Affect_B,						0,223370	2,479433	0,014848	
	RC_B,						0,463319	4,983997	0,000003	
	BE_B,						-0,167159	-1,525318	0,130368	
	CS_B						0,352972	3,093323	0,002572	
Dependent Variable: Loyalty_B									0,033103	-5,093034

Normal P-P Plot of Regression Standardized Residual





Model II: Customer Perception Elements to Premium Purchase Intention

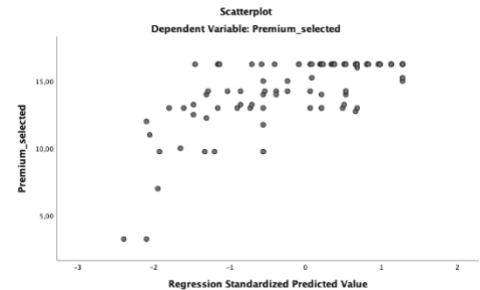
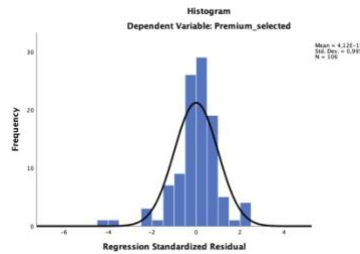
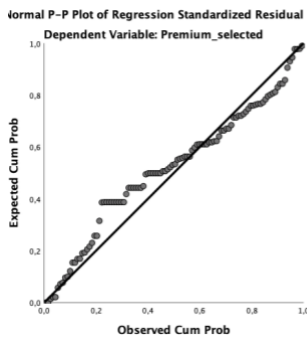
Table IX - Customer Perception Elements to Premium Purchase Intention: Part I

Model Summary ^b		Normality		R Square			Error Independence		Multicollinearity	
Model	R		Sig		Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	FIV	IC	
2	0,739048	K-S		0,546192	0,518689	1,777118	1,651059			
Trust_B,	0,123190	0,775905						3,148772	10,392116	
value_B,	0,108092	0,240881						3,673301	16,417548	
Affect_B,	0,280918	0,002114						2,878307	18,897321	
RC_B,	0,130742	0,693770						3,064765	23,177890	
BE_B,	0,100336	0,218042						4,259216	26,889962	
CS_B	0,152408	0,003335						4,617672	35,062608	
Dependent Variable: Premium_B	0,173753	,000 ^c							1,000000	

Table IX - Customer Perception Elements to Premium Purchase Intention : Part II

Model 2 Regression Synthesis

Model	Variables	Adjusted R Square	ANOVA			Std. Error of the Estimate	Coefficients							
			F	df	sig		Coefficients Standardized (β)	t	Sig.	Unstandardized Coefficients				
2														
	Trust_B,	0,703928	42,607224	6,000000	,000 ^b	3,642374	0,096933	1,028719	0,161923	0,092911				
	value_B,						-0,041586	-0,40861	0,277697	-0,104018				
	Affect_B,						0,223370	2,479433	0,000015	0,403490				
	RC_B,						0,463319	4,983997	0,919034	1,227787				
	BE_B,						-0,167159	-1,52531	0,757440	-0,211446				
	CS_B						0,352972	3,093323	0,131292	0,414053				
Dependent Variable: Premium_								-2,16105	0,033103	-5,093034				



Model III: Loyalty to Premium Purchase Intention

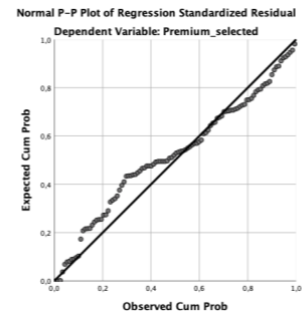
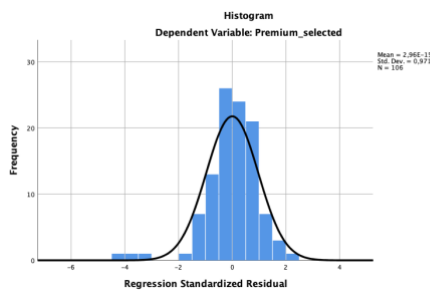
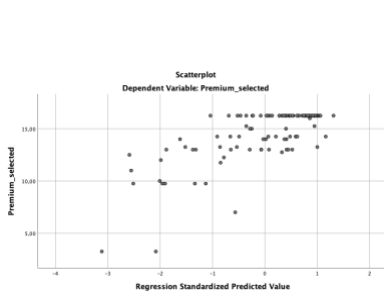
Table XI - Loyalty to Premium Purchase Intention: Part I

Model	Variables	Adjusted R Square	ANOVA	Coefficients
-------	-----------	-------------------	-------	--------------

3	F	df	sig	Std. Error of the Estimate	Coefficients Standardized (β)	t	Sig.	Unstandardized Coefficients	
Loyalty_B	0,476356	94,608089	1	,000 ^b	1,862514	0,027153	9,726669	0,000	0,264109
Dependent Variable: Premium_selected					0,628783		13,793745		8,673278

Table XI- Loyalty to Premium Purchase Intention: Part I

Summary	Normality	Error Independence	Multicollinearity						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	FIV	IC		
3	,690 ^a	K-S	Sig						
Loyalty_B		0,121	,000 ^b	,456	0,476356	1,862514	1,662828	1,000000	6,804638
Dependent Variable: Premium_selected		0,173753							



Study B - MERCEDES

Model I: Customer Perceived Elements to Loyalty

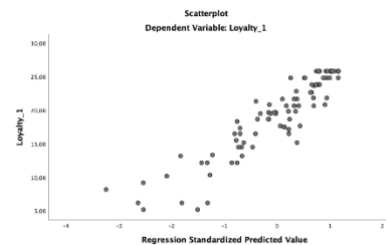
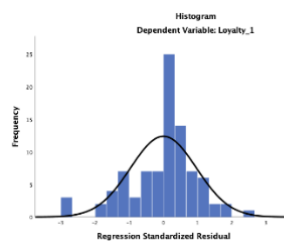
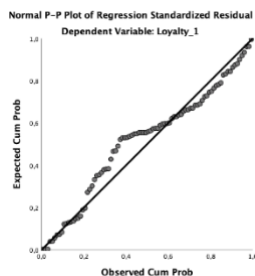
Table XII - Multiple Regression: Part I

Model Summary ^b		Normality		Error Independence			Multicollinearity	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	FIV	IC	
1	.921a		.849	2,31188	1,524			
		K-S	Sig.					
Trust_M,		0,173				3,409	12,760	
value_M,		0,103				2,421	15,650	
Affect_M,		0,251				4,560	21,571	
RC_M,		0,137				3,066	26,199	
BE_M,		0,074				4,560	30,453	
CS_M		0,181				6,661	43,939	

Dependent Variable: Loyalty_1

Table XIII - Multiple Regression: Part II

Model	Variables	Adjusted R Square	ANOVA			Std. Error of the Estimate	Coefficients			
1			F	df	sig.		Coefficientes Padronizados (β)	t	Sig.	Unstandardized Coefficients
	Trust_M,	.838	77,754	6,000000	.000 ^b	2,31188	-0,022456	-0,285132	0,776254	-0,020408
	value_M,		918				0,033054	0,497962	0,619827	0,084447
	Affect_M,						0,339411	3,725796	0,000354	0,503669
	RC_M,						0,325125	4,352824	0,000038	0,736791
	BE_M,						0,241686	2,656303	0,009472	0,339670
	CS_M						0,101254	0,919691	0,360399	0,107733
Dependent Variable: Loyalty_1								-5,300148	.0000000	-8,432096





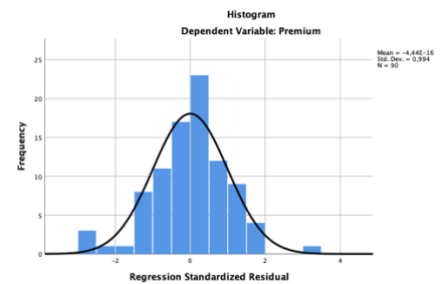
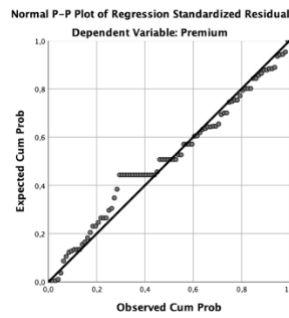
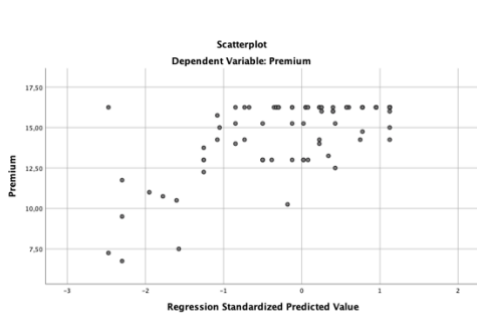
Appendix XIV: Multiple Regression Multiple Regression III – Study B

Table XIV - Multiple Regression: Part I – study B

Model Summary b		Normality				Multicollinearity				
Model 2	N	R	K-S	Sig.	R Square	Adjusted R Square	Std. Error of the Estimate	Durb in-Watson	FIV	IC
2		,768 ^a		,000	0,589568	0,559898	1,474334	1,718496		
Trust_M,	90		0,1732	,000 ^c					3,408	12,7
value_M,	90		0,1031	,019 ^c					2,421	15,6
Affect_M,	90		0,2511	,000 ^c					4,560	21,5
RC_M,	90		0,1372	,000 ^c					3,065	26,1
BE_M,	90		0,0737	,200 ^{c,d}					4,549	30,4
CS_M	90		0,1808	,000 ^c					6,660	43,9
Dependent Variable: Premium										1,00
Test distribution is Normal.										
Calculated from data.										
Lilliefors Significance Correction.										

Table XV - Multiple Regression: Part II

Model	Variables	Adjusted R Square	ANOVA			Std. Error of the Estimate	Coefficients		Unstandardized Coefficients	
			F	df	sig.		Coefficientes Padronizados (β)	t		Sig.
2		0,559898	19,870963	6,000000	,000 ^b	1,474334				
	Trust_M,						-1,411201	-0,28513	0,161923	-0,064412
	value_M,						-1,092677	-1,09267	0,277697	-0,118171
	Affect_M,						0,690557	4,59849	0,000015	0,396435
	RC_M,						-0,012554	-0,10196	0,919034	-0,011006
	BE_M,						0,046476	0,309866	0,757440	0,025269
	CS_M						0,276601	1,524071	0,013129	0,113852
Dependent Variable: Premium						5,081885	5,300148	,0000	5,155873	



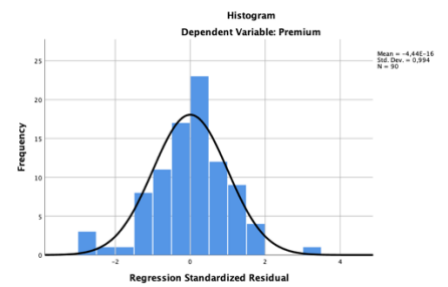
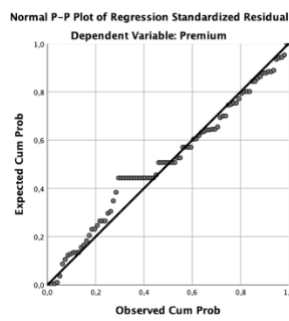
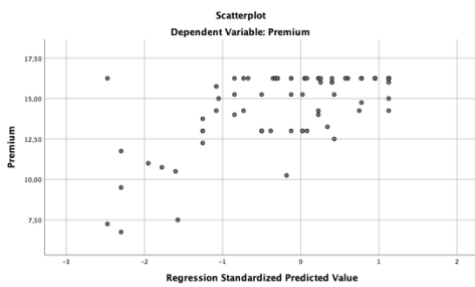
Model III - Loyalty to Premium Purchase Intention

Table XIV- Linear Regression Part I

Model	Variables	Adjusted R Square	ANOVA			Std. Error of the Estimate	Coefficients			
3	Loyalty	,456 ^a	F	df	sig		Coefficientes Padronizados (β)	t	Sig.	Unstandardized Coefficients
			75,60172	1	,000 ^b	1,63915	0,030	8,695	0,000	0,263
			6			5				
Dependent Variable: Premium_M							0,611		,0000	9,691

Table XIV- Linear Regression Part I

Model	Variables	Adjusted R Square	ANOVA			Std. Error of the Estimate	Coefficients			
3	Loyalty	,456 ^a	F	df	sig		Coefficientes Padronizados (β)	t	Sig.	Unstandardized Coefficients
			75,60172	1	,000 ^b	1,63915	0,030	8,695	0,000	0,263
			6			5				
Dependent Variable: Premium_M							0,611		,0000	9,691



Appendix I: Survey

Section 1



LISBON SCHOOL OF ECONOMICS & MANAGEMENT
UNIVERSIDADE DE LISBOA

O presente inquérito surge no âmbito de uma dissertação final que estou a desenvolver no Mestrado em Marketing no Instituto Superior de Economia e Gestão (ISEG). Esta investigação visa compreender a perceção e decisão de compra dos consumidores em relação a marcas Premium de carros, em especial Mercedes e BMW.

Este inquérito destina-se ao mercado português, como tal, pede-se que apenas pessoas com nacionalidade/residência em Portugal respondam.

Para efeitos deste questionário há considerar-se que marcas de carros premium, representam as melhores numa categoria de produto, que apesar de acessíveis não são consideradas económicas.

Sendo que para isso, será indistinto o modelo, ou classe de carro. Não existem respostas certas ou erradas, e pede-se a total sinceridade das respostas. O inquérito tem um fim meramente académico e garante o total anonimato dos respondentes.

Agradeço desde já a sua colaboração, e sua participação é fundamental para este projeto!

Q.3



LISBON SCHOOL OF ECONOMICS & MANAGEMENT
UNIVERSIDADE DE LISBOA

Se fosse escolher uma das seguintes marcas, qual seria a sua preferência?

Prefiro Mercedes-Benz
 Prefiro BMW

Q.6

Classifique o quanto valoriza cada uma das seguintes opções quando escolhe um sendo 1 não valorizar, e 5 valorizar muito:

	0	1	2	3	4
Preço	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relação Preço-Qualidade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Segurança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Status Social	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.1

Tem alguma marca de carros que considere a sua preferida?

- | | | |
|--------------------------------|----------------------------------|--|
| <input type="radio"/> Toyota | <input type="radio"/> Ford | <input type="radio"/> Honda |
| <input type="radio"/> Mercedes | <input type="radio"/> Ferrari | <input type="radio"/> Hyundai |
| <input type="radio"/> BMW | <input type="radio"/> Audi | <input type="radio"/> Kia |
| <input type="radio"/> Smart | <input type="radio"/> Volkswagen | <input type="radio"/> Skoda |
| <input type="radio"/> Citroën | <input type="radio"/> Porsche | <input type="radio"/> Volvo |
| <input type="radio"/> Peugeot | <input type="radio"/> Jaguar | <input type="radio"/> Não, nenhuma em particular |
| <input type="radio"/> Dacia | <input type="radio"/> Renault | <input type="radio"/> Outra |

Q.4

Ordene as seguintes marcas de carros, pela ordem -- do mais luxuoso 1 para o menos luxuoso 8:

- Renault
- Volkswagen
- Toyota
- BMW
- Porsche
- Mercedes-Benz
- Audi
- Tesla

100%

Q.7



Mercedes-Benz

Relativamente à marca Premium Mercedes qual o seu grau de concordância com as seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Nem discordo nem concordo	Concordo Parcialmente	Concordo Totalmente
Se eu fosse comprar um carro Premium, eu consideraria comprar esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se eu quisesse comprar uma marca Premium, é bastante provável que eu escolhesse esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu estaria bastante disponível para comprar esta marca de carros, se estivesse disponível para comprar uma marca de carros Premium.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A probabilidade de considerar esta marca Premium é bastante alta.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.2.

Section 2

Por favor assinale as marcas que conhece:

- BMW
 Mercedes-Benz
 Nenhuma

100%

Q.5

Coloque por ordem os seguintes atributos que avalia na escolha de um e não valorizar, e 5 valorizar muito:

- Preço
- Relação Preço-Qualidade
- Performance
- Segurança
- Status Social

Q.8



BMW

Relativamente à marca premium BMW qual o seu grau de concordância com as seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Nem discordo nem concordo	Concordo Parcialmente	Concordo Totalmente
Se eu fosse comprar um carro Premium, eu consideraria comprar esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se eu quisesse comprar uma marca de carros Premium, a probabilidade de eu escolher esta marca é bastante elevada.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu estaria mais disponível para comprar esta marca de carros, se estivesse disponível para comprar uma marca de carros Premium.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A probabilidade de considerar esta marca Premium é bastante alta.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.9



Tem/conduz carro?

- Sim, eu escolhi o carro que tenho
- Não, não conduzo nenhum carro
- Eu não escolhi o carro que tenho, mas conduzo um carro de empresa/família
- O carro que eu tenho não é da marca que gostava de ter. A minha marca de eleição é:

Q.12

O carro da Mercedes que teve/tem foi:

- Escolha minha
- Herde/ oferta
- Um carro que escolheram para mim
- Outro

Q.15

Relativamente à marca Mercedes, diga qual o seu grau de concordância com as seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Não concordo, nem concordo	Concordo Parcialmente	Concordo Totalmente
Quando eu penso nesta marca, eu sinto-me bem quanto a ela.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando eu penso nisso, eu sinto-me feliz por saber que comprei esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando eu penso nisso, tenho prazer em saber que tomei a decisão de comprar esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu adoro os carros desta marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sinto-me bem quando uso este carro, desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu confio nos carros desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.18

Relativamente ao pós-compra da marca Mercedes, diga o seu grau de concordância com cada uma das seguintes questões:

	Discordo Totalmente	Discordo Parcialmente	Não concordo, nem concordo	Concordo Parcialmente	Concordo Totalmente
Os carros desta marca superam as minhas altas expectativas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os carros desta marca são dois melhores que eu poderia ter comprado/escolhido.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este carro, desta marca, é exatamente o que eu precisava.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sinto satisfeito com a minha decisão de comprar este carro, desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tenho a certeza que fiz a escolha certa ao escolher um carro desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usar carros desta marca tem sido uma boa experiência.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu estou encantado com carros desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.21

Q.10

Indique as razões que o levaram/levariam a comprar um carro da marca BMW ou Mercedes:

	Mercedes	BMW
Exclusividade	<input type="checkbox"/>	<input type="checkbox"/>
Qualidade	<input type="checkbox"/>	<input type="checkbox"/>
Preço Elevado	<input type="checkbox"/>	<input type="checkbox"/>
Alta Performance	<input type="checkbox"/>	<input type="checkbox"/>
Inovação	<input type="checkbox"/>	<input type="checkbox"/>
Tecnologia	<input type="checkbox"/>	<input type="checkbox"/>
História/Herança	<input type="checkbox"/>	<input type="checkbox"/>
Status Social	<input type="checkbox"/>	<input type="checkbox"/>
Imagem	<input type="checkbox"/>	<input type="checkbox"/>
Notoriedade	<input type="checkbox"/>	<input type="checkbox"/>
Ligação pessoal com a marca	<input type="checkbox"/>	<input type="checkbox"/>

Q.13

O carro da BMW que teve/tem foi:

- Escolha minha
- Herde/ oferta
- Um carro que escolheram para mim
- Outro

Q.16

Relativamente à marca Mercedes, diga qual o seu grau de concordância com as seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Não concordo, nem concordo	Concordo Parcialmente	Concordo Totalmente
Eu tenho/foi esta marca porque acredito que é a melhor escolha para mim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu considero-me fiel a esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sinto-me orgulhoso a esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No futuro, eu estaria disposto a pagar mais para continuar a usar esta marca mesmo existindo outras propostas semelhantes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu considero esta marca a minha primeira escolha na compra de carros.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se eu voltasse atrás, escolheria outra marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tentaria continuar a comprar carros desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu não iria alterar para um concorrente, mesmo que tivesse um problema com as características desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No futuro eu tentaria continuar a comprar os carros desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.19

Relativamente à marca Mercedes, classifique o seu grau de concordância com cada uma das seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Não concordo, nem concordo	Concordo Parcialmente	Concordo Totalmente
Desta marca de carros, eu já não consigo obter uma performance superior.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca de carros é feita de forma a não dar problemas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca de carros apresenta as melhores características.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu considero que esta marca de carros é a melhor que eu poderia ter comprado/escolhido.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca é bem conhecida dentro de meu grupo de relações.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tenho sentimentos positivos por esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Depois de usar esta marca, fiquei satisfeito.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.22

Q.11

Já teve ou tem algum carro das seguintes marcas ?

Mercedes	BMW	Não, nenhuma.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION 3

Q.14

Relativamente à marca Mercedes, diga qual o seu grau de concordância com as seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Não concordo, nem concordo	Concordo Parcialmente	Concordo Totalmente
Quando eu penso nesta marca, eu sinto-me bem quanto a ela.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando eu penso nisso, eu sinto-me feliz por saber que comprei esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando eu penso nisso, tenho prazer em saber que tomei a decisão de comprar esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu adoro os carros desta marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sinto-me bem quando uso este carro desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu confio nos carros desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.17

Relativamente à marca BMW, diga qual o seu grau de concordância com as seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Não concordo, nem concordo	Concordo Parcialmente	Concordo Totalmente
Eu tenho/foi esta marca porque acredito que é a melhor escolha para mim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu considero-me fiel a esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sinto-me orgulhoso com esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No futuro, eu estaria disposto a pagar mais para continuar a usar esta marca mesmo existindo outras propostas semelhantes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu considero esta marca a minha primeira escolha na compra de carros.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se eu voltasse atrás, escolheria outra marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tentaria continuar a comprar carros desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu não iria alterar para um concorrente, mesmo que tivesse um problema com as características desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No futuro eu tentaria continuar a comprar os carros desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.20

Relativamente à marca Mercedes, classifique o seu grau de concordância com cada uma das seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Não concordo, nem concordo	Concordo Parcialmente	Concordo Totalmente
Quando chegar a altura de mudar de carro, a minha preferência será por ir alterar, a partir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Será difícil alterar a minha preferência sobre os carros desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mesmo que outros me recomendem outra marca, eu não irei alterar a minha escolha por esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.23

Relativamente à marca Mercedes, classifique o seu grau de concordância com cada uma das seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Não concordo, nem discordo	Concordo Parcialmente	Concordo Totalmente
A minha avaliação desta marca é que o preço que tenho de pagar pelos carros me traz benefícios.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A minha avaliação desta marca é que proporciona aos consumidores uma boa oportunidade de negócio.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O preço que tenho de pagar para obter este produto, não é nada comparado com os benefícios que recebo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

0% **Survey Q** 100%

Q.24

Relativamente à marca BMW diga qual o seu grau de concordância com as seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Não concordo, nem discordo	Concordo Parcialmente	Concordo Totalmente
Os carros desta marca oferecem as melhores opções em termos de desempenho.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os carros desta marca são os melhores que eu poderia ter comprado/vendido.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os carros desta marca são aqueles que eu prefiro.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sinto satisfeito com a minha decisão de comprar este carro - desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tenho a certeza que fiz a escolha certa ao adquirir um carro desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Um carro desta marca tem sido uma boa experiência.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu sinto enfiado com o carro desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.25

Relativamente à marca BMW, classifique o seu grau de concordância com cada uma das seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Não concordo, nem discordo	Concordo Parcialmente	Concordo Totalmente
Desta marca de carros, eu poderia esperar uma performance superior.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca de carros é feita de forma a não dar problemas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca de carros enquadra-se no perfil dos consumidores que eu prefiro.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca de carros é considerada dentro do meu grupo de relações.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu considero que esta marca de carros é a melhor para os benefícios que traz.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu tenho sentimentos positivos por esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Depois de usar esta marca, fiquei fi dela.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.26

Relativamente à marca BMW, classifique o seu grau de concordância com cada uma das seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Não concordo, nem discordo	Concordo Parcialmente	Concordo Totalmente
Quando chegar a altura de mudar de carro, a minha preferência não se irá alterar à partida.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Será difícil alterar a minha percepção sobre os carros desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mesmo que outros me recomendem outra marca, eu não irei alterar a minha escolha por esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.27

Relativamente à marca BMW diga o seu grau de concordância com as seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Não concordo, nem discordo	Concordo Parcialmente	Concordo Totalmente
Eu conto nos carros desta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu conto com esta marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta é um marca da qual se pode depender.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca é uma marca honesta.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta marca é uma marca segura para comprar carros.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gosto, eu considero esta marca de confiança.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu acredito que esta marca irá sempre avançar, a ser partícipe das ideias.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu considero esta marca, a ser pioneira que a representam todos aqueles que amam os carros.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q.30

Género

Feminino Masculino Não respondo

Q.34

Qual é o seu rendimento mensal líquido?

Não tenho rendimentos

Até 500,99€

501-1000,99€

1.001-1500,99€

1.501-2000,99€

2.001-2.500,99€

2.501-3.000,99€

3.001-3.500,99€

3.501 € ou mais

Não respondo

0% **Survey Question** 100%

Relativamente à marca BMW indique o seu grau de concordância com cada uma das seguintes afirmações:

	Discordo Totalmente	Discordo Parcialmente	Não concordo, nem discordo	Concordo Parcialmente	Concordo Totalmente
A minha avaliação desta marca é que o preço que tenho de pagar pelos produtos me traz benefícios.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A minha avaliação desta marca é que proporciona aos consumidores uma boa oportunidade de negócio.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O preço que tenho de pagar para obter este produto, não é nada comparado com os benefícios que recebo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION 4

Q.28



Por último, indique alguma informação para efectuar uma caracterização do perfil dos inquiridos:

Idade

18-29 anos 30-39 anos 40-49 50-59 60-69 >65

Q.32

Nível de escolaridade concluído

Até ao 12º ano de escolaridade Doutoramento

Licenciatura Outro

Mestrado

Q.29

Qual o seu distrito de residência:

Distrito de Aveiro Não responde

Distrito de Beja

Distrito de Braga

Distrito de Bragança

Distrito de Castelo Branco

Distrito de Coimbra

Distrito de Évora

Distrito de Faro

Distrito de Guarda

Distrito de Leiria

Distrito de Lisboa

Distrito de Portalegre

Distrito do Porto

Distrito de Santarém

Distrito de Viana do Castelo

Distrito de Vila Real

Distrito de Viseu

Região Autónoma da Madeira

Região Autónoma dos Açores

0% **Survey Question** 100%

Q.33

Situação Profissional

Estudante Doméstico/a

Trabalhador-Estudante Reformado

Trabalhador por conta própria Outro

Trabalhador por conta de outrem