

The Effect of Brand Passion on Consumer Well-being

(An empirical study on consumers of smart
devices in Egypt)

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Abstract

The purpose of this research is to examine the moderating role of consumer innovativeness and consumer curiosity on relationship between brand passion and consumer well-being for smart devices consumers in Egypt. The questionnaire was distributed to smart devices users in different categories. 479 out of 525 questionnaires were collected. 443 questionnaires were valid and free of missing data. Multiple regression analysis is employed to test the research hypotheses using Warp PLS 0.7. The research results revealed that consumer innovativeness and curiosity positively moderate the relationship between brand harmonious passion and consumer well-being. The research results revealed that consumer innovativeness and curiosity negatively moderate the relationship between brand obsessive passion and consumer well-being.

Keywords: (brand harmonious passion, brand obsessive passion, smart devices brand, consumer well-being).

ملخص البحث:

تهدف هذه الدراسة إلى اختبار العلاقة بين شغف العلامة ورفاهية العميل وقد تم تطبيقها على عملاء علامات الاجهزة الذكية في مصر. وقد تم جمع البيانات الميدانية من خلال قائمة استقصاء تم توزيعها على هؤلاء العملاء . حيث تم جمع ٤٧٩ قائمة من عدد ٥٢٥ قائمة تم توزيعها، منها ٤٤٣ قائمة استقصاء صحيحة خالية من الاخطاء. استخدمت الدراسة تحليل الانحدار المتعدد باستخدام اسلوب WarpPLS 7.0 وذلك لاختبار صحة فروض الدراسة، وتوصلت نتائج الدراسة الى وجود علاقة ايجابية بين شغف العلامة ورفاهية العميل عن طريق الأبعاد الممثلة لهم.

الكلمات الرئيسية: شغف العلامة، رفاهية العميل، ماركات الاجهزة الذكية

1) Introduction

Smart devices are electronic devices, generally connected to other devices or networks via different wireless protocols such as Bluetooth, Alexa smart robot, smart watches, Wi-Fi, 5G and laptops, that can operate to some extent interactively and autonomously (Sovacool et al., 2020). Several notable types of smart devices are including artificial intelligence such as ,smart homes, smartphones, smart cards, laptops, even smart clothes are available in marketplaces.

The number of Voice Assistant personal assistants are significantly increasing, as more people are using them more frequently. Voice Assistant personal assistants include commonly-used mobile applications and home devices such as Apple's Siri, Amazon's Alexa, Amazon's Echo as well as companion and health care automatons such as Kuri robots (Poushneh, 2021).

Brand passion is often cited as a component of love (Wang et al., 2019; Sternberg, 1997; Kernberg, 1995; Fournier, 1998; Belk et al., 2003). Steve Jobs once said, "The only way to do great work is to love what you do." Those words not only have influenced people worldwide, as evidenced by millions of online quotations, but also seemingly have inspired a great number of brands such as Red Bull, BIM Technologies, Under Armour advertises that they have a passion for what they do (Tumwattana, 2020; Abbas & Mir, 2020).

In addition, well-being has been studied for a long time in various fields (Chen et al., 2019; Finsterwalder et al., 2017). It can be defined as the extent to which a certain consumer good/service provides the overall

perception of the quality of life (Sirgy, Lee & Rahtz, 2007). In other words, the level of quality of life is a crucial standard in determining well-being (Kim & Asif, M. ,2019). The conceptualization and more compelling estimation of consumer innovation with regards to technologies and innovation utilization could thus be researched to better clarify consumer patterns in connection to these new smart devices.

1. Research Gap

After reviewing the literature review, some research gaps were found regarding brand passion in field of smart devices brands. However, While no single set of variables is the key to consumer well-being, the absence of empirical studies on the interrelationships between brand passion, consumer well-being is observable in the literature. Based on the above relations between variables in previous studies and other relations were offered in the literature review, no previous study examined the direct impact of brand passion on consumer well-being. Despite the seemingly significant impact of smart devices on people's well-being, no research explicitly addresses the issue of how smart devices impacts one's overall sense of well-being.

However previous studies also neglected the effect of brand passion on customer well- being through, thus this research contributes by in field of consumer of smart devices. Consequently, this research looks for answering the following questions:

2. Research Questions

1. What is the effect of brand harmonious passion on hedonic consumer well-being ?
2. What is the effect of brand harmonious passion on eudemonic consumer well-being ?

3. What is the effect of brand obsessive passion on hedonic consumer well-being ?
4. What is the effect of brand obsessive passion on eudemonic consumer well-being ?

2) Literature Review and Hypotheses Development:

2.1) Brand passion

Brand passion is recently proposed as concept of features instances and indication of consumer enthusiasm (Belk et al., 2003; Matzler et al., 2007) and actions such as taking membership into a brand community (Schouten and McAlexander, 1995). Hatfield & Walster (1978) define passion as “a state of intense longing for union with another.

This research adopts definition of brand passion as a strong emotional connection to a brand that people value, find important, desire to own and/or use, incorporate into their identity, and invest resources in over a period of time (Dahlen, 2019). However because the researcher finds this definition more convenient to study relationship between brand passion and consumer innovativeness. This research uses the dualistic measurement scales for measuring brand passion, as it is adequate to field of smart devices.

2.1.1) Brand Harmonious Passion

Although the activity occupies a significant space in the person’s identity, it is not overpowering, such that activity engagement remains under the person’s wilful control and is in harmony with other aspects of the person’s life (Vallerand et al., 2003). Harmonious passion indicates that

an individual is joyfully engaged in an activity because in his/her heart, he/she loves the activity (Vallerand et al., 2003, 2007; Ho et al., 2018).

2.1.2) Brand obsessive Passion

Because with obsessive passion one experiences an uncontrollable urge to engage in the passionate activity, it becomes very difficult for the person to fully disengage from thoughts about the activity (or from engaging in the activity altogether), leading to conflict with other activities in the person's life. Such conflict can prevent the person from engaging in other life pursuits. The person thus remains mentally stale which may contribute to burnout (Garland et al., 2010). This research adopts definition of brand obsessive passion is released from a controlled internalization of an activity into ones identity and comes to control the person (Vallerand, R. J., 2012), produces higher levels of psychological distress (Carpentier, Mageau & Vallerand, 2012).

2.2) Consumer Well-being

This research adopts the consumer well-being definition of (Lee and Sirgy 2004, 2005; Sirgy 2001; Sirgy and Lee 2006; Grzeskowiak & Sirgy, 2007). They asserted that marketing influences consumer well-being in large part. The concept of consumer well-being is inherently guided by a different concept level, namely the link between consumer satisfaction and quality of life. In other words, all the conceptualizations and measures of consumer well-being that are reviewed in marketing area are grounded on assumption that high levels of consumer well-being leads to higher levels of consumer's quality of life, higher levels of life satisfaction, overall happiness with life, absence of ill being, greater societal welfare

(Grzeskowiak & Sirgy, 2007). The current study stated two dimensions for consumer well-being are as follows:

2.2.1) Hedonic well-being

Hedonic well-being is rooted in the ideas of pleasure and happiness (Diener & Lucas, 1999) and thus can also be applied to individual and collective levels of consumer entities.

Hedonic well-being refers to a general happiness of the consumer, and simply meeting the needs of consumers may have very well met this criteria in the past, as consumers tend to have a general sense of happiness when needs are met (Ryff, 1989).

2.2.2) Eudemonic well-being

Eudemonic well-being emphasizes the realization of potential, this definition is consistent with Sen's (1999) conceptualization of the quality of life as the development of human capabilities and freedom. However, well-being is shown to go beyond satisfaction in that it is the link between that satisfaction and one's quality of life (Sirgy et al., 2007). Furthermore, eudemonic well-being is appropriately applied to individual, collective, and even ecosystem levels (Finsterwalder, J., & Kuppelwieser, V. G., 2020).

Eudemonic well-being deals with making life easier for individuals in some way. This could include increased access to particular groups, increased literacy, decrease in barriers due to disparity between groups, and overall health (Anderson et al. 2013).

2.2.3) Research objectives

The researcher developed research model to examine its relations between variables and get results, which associated to the Egyptian

market and customers, after that she intend to recommend some practical recommendations to enhance the use of brand passion in the Egyptian market, this is achieved by focusing on the following objectives:

- 1) Investigate the effect of brand harmonious passion on hedonic customer well-being.
- 2) Examine the effect of brand harmonious passion on eudemonic customer well-being
- 3) Define the effect of brand obsessive passion on hedonic customer well-being.
- 4) Determine the effect of brand obsessive passion on eudemonic customer well-being.

2.3) Research hypotheses Development:

2.3.1) Brand Harmonious Passion and Hedonic Consumer Well-being

Tumwattana, (2020) asserted that when performance gains come from increased positive attitudes, such as harmonious passion, both employees' well-being and performance are lower and difficult to sustain in the long term (Boxall and Macky, 2014). Harmonious work passion is defined as the internalization of an activity, integrating it into one's identity by choice, and creating a sense of personal enjoyment (Vallerand et al., 2003). Harmonious work passion could guarantee long-term positive behaviors and outcomes, such as Innovation, because employees' well-being is increased (Godard, 2010). Based on previous studies, this research suggests the following hypothesis:

H1: Brand Harmonious passion has a significant effect on Hedonic consumer well-being

2.3.2) Brand Harmonious Passion and Eudemonic Consumer Well-being

Liu et al. (2011) revealed the mediating role of harmonious passion between organizational contextual support for autonomy and individual creativity, evidencing the pivotal role of harmonious work passion in the innovative process. Based on previous studies, this research suggests the following hypothesis:

H2: Brand Harmonious passion has a significant effect on Eudemonic consumer well-being

2.3.3) Brand Obsessive passion has a significant effect on Hedonic consumer well-being

Consumers buy brands because they find congruity between a brand's personality and their self (Schiffman & Kanuk, 2000). Self-congruity is a mental comparison a consumer makes in regards to the similarity or dissimilarity of a brand's image and their own self-image (Dolich, 1969; Gould, 1991; Graeff, 1996; Sirgy, 1982; 1986; Surtherland et al., 2004). Brand image is described as linking favorable and unique association of the brand to a consumer's memory (Keller, 1998).

However, Jacob, I., Khanna, M., & Rai, K. A. (2020) stated that it is widely accepted that we make inferences about others on the basis of their possessions (Aaker & Joachimsthaler, 2012). Consequently, people's social image and self-image could be affected by their consumption behavior (Alnawas & Altarifi, 2016). Therefore, a brand's attributes match the consumer's desired self-image and are used to achieve a sense of fulfillment. strong emotional attachment as a part of their identity to a

place they have never visited. Therefore, this research suggests the following hypothesis:

H3: Brand Obsessive passion has a significant effect on Hedonic consumer well-being

Based on previous Other research shows a linkage between self-concept and brand, where self-concept is the person's state of mind and their perception (Laroche et al., 2013). When a person evaluates self with the images, they view about themselves, they make impressions about who they are and create a self-perception that influences their behavior (Blackwell et al., 2006). Self and brand congruence are comparisons of the self-image with a user-imagery of the brand or a perception of a brand (Sirgy, 1982, 1986). Consumers use brands to express their actual-self (Belk, 1988) and ideal-self (Malhotra, 1988). Therefore, this research suggests the following hypothesis:

2.3.4) Brand Obsessive passion and Eudemonic consumer well-being

Eudaimonic well-being is appropriately applied to individual, collective, and even ecosystem levels (Finsterwalder, J., & Kuppelwieser, V. G., 2020). Hedonic well-being is rooted in the ideas of pleasure and happiness (Diener & Lucas, 1999) and thus can also be applied to individual and collective levels of consumer entities.

Apple Store shows its products and allows consumers to interact with them. An interesting tool for retailers is augmented reality (Scholz, 2016), which will have an important development in the near future (Javornik, A., 2016). It's the practice of augmenting a real-time direct or indirect view of the real physical world with virtual information (Carmigniani and Furht, 2011). For example, IKEA could help consumers visualize how a new

closet might look next to their existing furniture. Therefore, this research suggests the following hypothesis:

H4: Brand Obsessive passion has a significant effect on Eudemonic consumer well-being

Depending on the previous hypotheses, the study developed the conceptual framework that presents in the following figure (1)

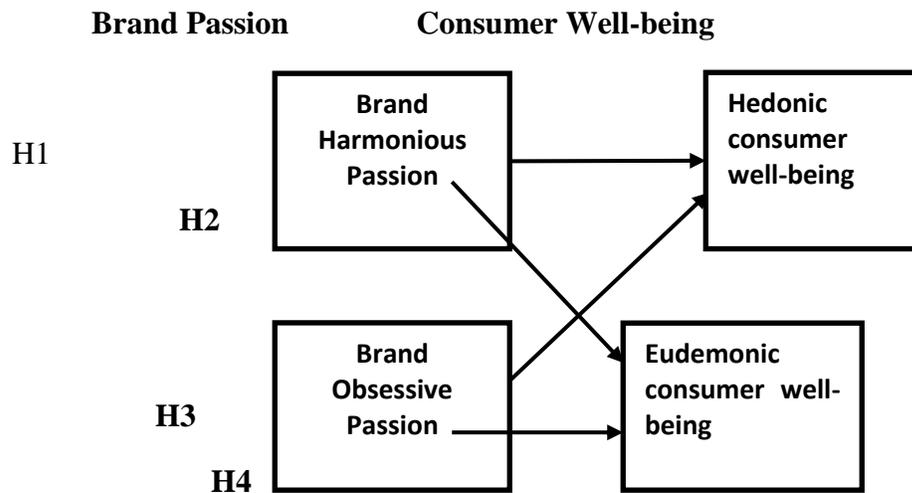


Figure1: The Research Conceptual Framework

2.3.5) Research importance

First, The main purpose of the current study is to examine the influence of brand harmonious passion on hedonic consumer well-being, which considered nowadays the core of new marketing tactics in, however with the current trend passion of smart devices brands between consumers.

Second, The current study aims to add value to the marketing domain by fill this gap and confirm on the significance of brand harmonious influence on eudemonic consumer well-being, and is looking forward to

guide the future research in this field, through recommendations to new researchers.

Third, The current study provides important implications for the marketers in Egyptian market by clarifying the role of brand obsessive passion to consumers activities and facilitate their work by understanding how to use brand obsessive passion and tactics to enter new smart devices markets and enlarge the company profitability.

Fourth, In addition, this research determine the effect of brand obsessive passion on eudemonic customer well-being.

3) Research Method

3.1) Population and Sampling

The current research would be applied to smart devices consumers in Egypt, it aims to investigate their opinions of the different brands such as Apple, Samsung, in the Egyptian market. The researcher assumed that this research framework is online market Google form through convenience sample using systematic intersect sampling method. As sample is minimum 384 valid questionnaires which are collected by using the Google online survey Google form . Using Wrap PLS 6.0, SPSS Statistics software is used to analyze the relationship between variables.

3.2) Variables Measurement

For measuring all variables, a five-point Likert-type is used ranging from strongly disagree (1) to strongly agree (5). Based on research, there are two dimensions or sub-factors to the brand passion: Harmonious passion and obsessive passion were each measured by seven items developed by Vallerand et al. (2003).

Participants will report on a 5-point Likert scale (1 represented “not at all” and 5 represented “extremely”). Consumer well-being is measured by six items five-point Likert type scales based on the literature of perception of quality of life (Sirgy et al., 1998) which classified into Hedonic well-being and Eudaimonic well-being.

3.3) Data analysis

The study adopted multi regression analysis using Warp PLS version 7.0 including two parts, named measurement model and structural model.

3.3.1) Measurement Model:

Face validity is correlated to particular qualities, such as completeness of the questionnaire's items, transparency, and clarity (Colton & Covert, 2007). Moreover, Salkind (2010) claimed that in order to verify the questionnaire's content validity, the initial questionnaire was directed to academic experts. The group comprises five assistant professors and professors¹ from different universities who are specialized in business management.

The validity and reliability of the measurement model should be investigated, before examining the relationships between the research variables (Fornell and Lacker, 1981). In order to assess the value of construct validity, the value of convergent and discriminant validity should be examined. Firstly, the convergent validity was tested by using the factor loadings. Fornell and Larcker (1981) proposed that average variance extracted (AVE) values of loadings that are equal or greater than 0.5 are considered to be significant (Hair et al., 2010).

Furthermore, Cronbach’s alpha (α) and composite reliability (CR) for each of the constructs are greater than the suggested beginning of 0.70.

This reveals that the measures were reliable (Hair et al., 2010). Table (1) shows that AVE is above 0.50 for all constructs. So, this indicates an adequate convergent validity.

Table (1)
Loading, Cronbach's Alpha, Composite reliability and Average Variance Extracted

Code	Constructs, dimensions, and indicators	Loading	α	CR	AVE
BPh	Brand harmonious passion		0.89	0.916	0.646
	BPH1	0.838			
	BPH2	0.818			
	BPH3	0.803			
	BPH4	0.839			
	BPH5	0.764			
	BPH6	0.755			
BPo	Brand obsessive passion		0.851	0.891	0.578
	BPO1	0.766			
	BPO2	0.756			
	BPO3	0.826			
	BPO4	0.776			
	BPO5	0.824			
	BPO6	0.591			
CWh	Consumer hedonic well-being		0.782	0.873	0.696
	CWh1	0.753			
	CWh2	0.761			
	CWh3	0.781			
CWe	Consumer eudemonic well-being		0.801	0.883	0.715
	CWe1	0.759			
	CWe2	0.726			
	CWe3	0.678			

According to table (1), the values of Cronbach's alpha are accepted because they are higher than 0.7. As well, the values of AVE range between 0.4 and 0.5 and composite reliability values are higher than 0.6 which can be accepted according to Fornell and Larcker (1981).

Likewise, discriminant validity is evaluated in table (2). This table shows the correlations between the factors and the square roots of AVEs. It also presents that the values of the square root of AVE should be higher than the inter-constructs correlations (Fornell and Larcker, 1981). Thus, the discriminant validity is accomplished. Lastly, the measurement model has satisfied all the factors utilized to measure validity and reliability.

Table (2)

**Construct Correlations and Square Root of Average Variance
Extracted**

Construct	Mean	SD	BPo	CWh	BPh	CWe
BPo	4.6	.603	0.761	0.675	0.771	0.615
CWh	4.1	.705	0.675	0.834	0.808	0.756
BPh	3.02	.671	0.771	0.808	0.803	0.709
CWe	4.03	.600	0.615	0.756	0.709	0.846
<p>Note: Square roots of average variances extracted (AVE's) shown on diagonal * P value < 0.001</p>						

3.3.2) Structural model and hypotheses testing:

Byrne (2010) revealed that structural model is not only utilized to test the hypothesized research model, but also to present the causal relationships between research constructs. Causal relationships between latent variables are the definition of a structural model. The goal of a structural model is examining the analyzed research model.

Three subsequent measures, namely Average Path Coefficient (APC), Average R-squared (ARS), and Average Variance Inflation Factor (AVIF) are applied to estimate the comprehensive fit of the model fit indices. Kock (2013) suggested that APC and ARS were significant if ($P < 0.05$), while the value of AVIF must be lower than 5. According to this research results, APC is 0.158 and p-value < 0.001 , ARS is 0.072 and p-value < 0.001 , both values are significant. Also AVIF is 1.202 and it is significant because it is < 5 . Table (3) presents the indices utilized to test the fit structural model and the findings related to the study's hypotheses. Effect sizes (f^2) were used to evaluate the extent to which the predictor latent variables affect the dependent variable.

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Table (3): The results of testing the research relationships

H	Exogenous variables	Endogenous variables	Path coefficient	Effect size f^2	Results
H1	BPh	CWh	0.703	0.568	Supported
H2	BPh	CWe	0.577	0.409	Supported
H3	BPo	CWh	0.136	0.092	Supported
H4	BPo	CWe	0.173	0.107	Supported
Note: P value < 0.001					

According to table (3), it is clear that brand harmonious passion has an effect on consumer hedonic well-being ($\beta = 0.703$, $P < 0.001$) with effect size ($f^2 = 0.568$) supporting H1. Brand harmonious passion has an effect on consumer eudemonic well-being ($\beta = 0.577$, $P < 0.001$) with effect size ($f^2 = 0.409$) supporting H2. Brand obsessive passion has an effect on consumer hedonic well-being ($\beta = 0.136$, $P < 0.001$) with effect size ($f^2 = 0.092$) supporting H3. Brand obsessive passion has an effect on consumer eudemonic well-being ($\beta = 0.173$, $P < 0.001$) with above effect size ($f^2 = 0.107$) supporting H4.

4) Discussion

The current study investigate the direct effect of brand passion on consumer well-being. Furthermore, this effect includes two parts. The first part estimates the effect of brand harmonious passion on consumer hedonic and eudemonic well-being (H1,H2). The second part estimates the effect of brand obsessive passion on consumer hedonic and eudemonic well-being (H3,H4).

As discussed in the present research, this hypothesis refers to the effect of Dualistic Model of Passion on both types of well-being without distinction. As will be seen below, this is because passion, and especially harmonious passion, can positively contribute to both. Passion has been considered essential to all good teaching (Day, 2004), because it is a motivational force which could favor teachers well-being and which affect students motivation (Patrick, Hisley, Kempler, & College, 2000), enjoyment (Frenzel, Goetz, Lüdtke, Pekrun, & Sutton 2009), and achievement (Moe, 2016).

Moe, Pazzaglia and Ronconi (2010) have demonstrated positive relationships between this variable and some well-being indicators: positive affect, job satisfaction, and self-efficacy. The third aspect is subjective happiness and self-rated in comparison with other people e which is a central aspect of well-being (Lyubomirsky, Sheldon, & Schkade, 2005).

If harmonious passion originates from an autonomous internalization of the activity into one's identity, then obsessive passion emanates from a controlled internalization and comes to control the person (Vallerand, R. J., 2012). More specifically, Carpentier, Mageau & Vallerand (2012) stated in their theoretical claim that while having a more harmonious passion toward an activity seems to enhance one's well-being, people who are more obsessively passionate about their activity seem to experience higher levels of psychological distress.

5) Implications

First, this research's findings revealed evidence for these reciprocal relationships between consumers well-being and their passion about smart

devices, as the study revealed that passion personality trait (harmonious passion) has a significant positive effect on consumer hedonic well-being, also passion personality trait (harmonious passion) has a significant positive effect on consumer eudemonic well-being.

Furthermore, the study further clarifies evidence for these reciprocal relationships about smart devices, as the study revealed that passion personality trait (obsessive passion) has a significant positive effect on consumer hedonic well-being, also passion personality trait (obsessive passion) has a significant positive effect on consumer eudemonic well-being which can be used in marketing policies to increase the marketing program effectiveness.

Second, the study's results contribute to the literature by highlighting the dimensions of brand passion named harmonious and obsessive, and their significant positive effect on consumer well-being. According to prior findings, this research has opened a new path for other researchers regarding brand passion and consumer well-being which can be used in marketing policies to increase the marketing program effectiveness..

6) Limitations and Future Research

Although this research provided insights into the specific issues on brand passion, customer well-being of smart devices brand and presented useful theoretical and practical implications, it still holds certain limitations;

Firstly, the empirical study's results are supported with evidence mainly from only areas in Egypt. The geographical sampling frame is the main reason for selecting the cases in those areas in which they contain the largest pool of

customers of smart devices brands in Egypt. Future research could be applied on customers of smart devices brands in a different area or a wider geographical sampling frame.

Secondly, given the limitations of time and resources, the study tested the research hypotheses via questionnaire that provided cross-sectional data. The study's results didn't give any indications about the changes in the research variables over time. Thus, future studies could benefit from a longitudinal or time series study to observe the changes in smart devices as a result from the changes in brand passion.

Moreover, this research concentrated on the role of smart devices brand passion in maximizing returns on well-being. Some external driving forces that directly and indirectly affect returns on consumer well-being were indicated only briefly in this research and may be recommended for future studies.

Furthermore, the purpose of this thesis is not intended to generate a general explanation to other drivers. Otherwise, it offers an in-depth analysis to the role of brand passion to maximize consumer satisfaction and well-being which can be a rich scope for future researchers.

During the fieldwork, The US Dollar sharp fluctuations against the Egyptian pound occurred as uncontrollable factors and the purchases of smart devices brands in Egypt are affected by these changes. Throughout the fieldwork of face-to-face interviews since October, 2022 to March, 2023, and the time span for collecting questionnaires that lasted over 6 months, the market situations and importing rate of these smart products are affected and are changed quite radically.

Finally, researchers who focus on the Middle East countries could make great contributions. Furthermore, future studies could use social media bloggers as a sampling unit rather than ordinary customers for smart devices in order to evaluate their responses to innovativeness among their favorite smart devices brands.

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Appendix : Arabic Questionnaire Form

شغف العلامة Brand Passion
المنتجات الحديثة لهذه العلامة لا يمكن الاستغناء عنها في حياة البشر
المنتجات الحديثة لهذه العلامة تنشئ رغبة قوية في شرائها لا يمكن مقاومتها
العالم لا يستطيع العيش بدون الاجهزة الذكية المبتكرة.
شراء المنتجات الحديثة لهذه العلامة ينبع من العاطفة
شراء المنتجات الحديثة لهذه العلامة لا يمكن السيطرة عليه
شراء المنتجات الحديثة لهذه العلامة يعتبر هوس بالنسبة لبعض الفئات
وجود المنتجات الحديثة لهذه العلامة يخلق لدي توازن نفسي
شراء المنتجات الحديثة لهذه العلامة يحسن تجربة الشراء لدي
الاشياء الجديدة التي اختبرها عند شراء المنتجات الحديثة لهذه العلامة تجعلني أقدر شرائها بشكل اكبر.
شراء المنتجات الحديثة لهذه العلامة تجعلني اعيش تجارب لا تنسى
شراء المنتجات الحديثة لهذه العلامة يعكس المزايا التي تعجبني في شخصيتي
شراء المنتجات الحديثة لهذه العلامة يتوافق مع الانشطة الاخرى التي أقوم بها في حياتي
رفاهية العميل Consumer Well-being
شراء المنتجات الحديثة لهذه العلامة يلبي احتياجاتي في المجمل
يمثل شراء المنتجات الحديثة لهذه العلامة نوع من الرضا التام بالنسبة لي
يضيف شراء المنتجات الحديثة لهذه العلامة قيمة لشخصيتي
يضيف شراء المنتجات الحديثة لهذه العلامة جودة عالية لحياتي الاجتماعية
يلعب شراء المنتجات الحديثة لهذه العلامة دورا هاما في ملئ وقت فراغي بشكل جيد
يضيف شراء المنتجات الحديثة لهذه العلامة جودة عالية لحياتي العملية