

The Effect of Country-of-Origin Image, Consumer Self-Confidence to the Price Sensitivity —Examples of the Purchasing...

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ABSTRACT

This study empirically examines the relationship between consumer self-confidence and price sensitivity. In addition, this paper speculates that image of original country moderate the association between consumer self-confidence and price sensitivity. We survey 250 subjects. The results indicated that: (1) Only the information acquisition, personal outcomes decision making and marketing interface had significant effect on price sensitivity. (2) Image of original country had significant moderate effect on the relationship between consumer self-confidence and price sensitivity. Key words: country-of-origin image, consumer self-confidence, price sensitivity

Keywords : country-of-origin image ; consumer self-confidence ; price sensitivity

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