

The Effect of Country Image and Involvement on Price Sensitivity-Focusing on Purchasing America, Japan, Korea Electrical

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ABSTRACT

This thesis aims to explore the influence of consumers' purchase involvement, product involvement, and advertisement involvement on the price sensitivity. In addition, this research, based on those electric appliances imported from the three countries, Japan, Korea, and the American included, was carried out to probe into the impact of country-of-origin image on the involvement and the price sensitivity. There were 520 questionnaires overall released, and 242 effective among those 498 retrieved. The results indicate that consumers' purchase involvement, merchandise involvement, and commercial involvement do exert a positive influence up on the price sensitivity. As for the interference of country-of-origin image with the involvement and the price sensitivity, only purchase and commercial involvement have had a striking effect. Moreover, only when the country-of-origin image is good will the effects of purchase and commercial involvement on the price sensitivity reduce.

Keywords : country-of-origin image ; involvement ; price sensitivity

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