

# The Effects of Country Image of Origin, Perceived Risk on Price Sensitivity--Examples of Purchasing Home Appliances...

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## ABSTRACT

The aim of this study is to explore the relationship between perceived risk and price sensitivity after a consumer purchased home appliances from United States of America, Japan, and Korea. In which, the jamming effects on perceived risk vs. price sensitivity derived from product image of different nations are emphasized as well. According to the result of investigation acquired from 422 copies of questionnaires out of the issued 540 copies, there are two significant symptoms found as follows: 1. The total effects of perceived risk have positive effect on price sensitivity while the more time risk and performance risk the product possesses, the more price sensitivity the consumer will feel. 2. In the jamming effect from the image of origin country, the consumer's perceived risk against price sensitivity will not be affected by the image of manufacturing nation. However, when the image of origin country is lower, the performance risk, price sensitivity, society risk will become higher with the exception of lower price sensitivity. In contrast, with better image of origin country, the social risk and performance risk will not cause any influence on price sensitivity.

Keywords : country-of-origin image ; perceived risk ; price sensitivity

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