

The Effect of Brand Image, Consumer Conformity Behavior on Price Sensitivity

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ABSTRACT

This study is to explore the effect of brand image, consumer conformity behavior on price sensitivity of handbags. It adopts survey to investigate consumer behaviors. The main objects are 230 male and female handbags consumers whose age are above 17, with independent purchase capabilities. The data is analyzed by SPSS system. This study proposes two findings: First, there are positive relations among brand image, consumer conformity behavior and the price sensitivity. Second, there is no relation between consumer conformity behavior and the price sensitivity.

Keywords : brand image, consumer conformity behavior, price sensitivity

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