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# Chapter 1 Introduction

## 1. Purpose and Significance

Imagine that you visit a multi-shop to purchase some fashion items. You find an item that you are interested in buying, the salesperson is helpful, and after some deliberation you make your choice. Just before the purchase, you intend to make a bargain for the price. You may either get a discounted price or not, would you buy the item? Now imagine that the next day you discover that a friend bought the same item from the same shop, yet she received a higher/lower price through bargaining, how would you react? If you had known this before, would you buy the item? Would you trust the seller or be satisfied with the quality of the item? Researches on consumer behavior have typically explained the relationship between such reaction and purchase intention in terms of price unfairness. Yet surprisingly, few researches have emphasized on a detailed analysis of the consumer bargaining behavior relating to the purchase intention.

In several Asian countries such as China, negotiable price strategies are very common among smaller retailers who make a relatively small number of daily

transactions (Kaynak, 1988; Lee, 2000). According to Thomas White International (2011), China is home to over 549,000 retail enterprises, most of them being small and medium-sized retailers. Many of the small independent shops selling clothing, footwear and accessories in the local shopping centers in China permit price negotiation. Given an admirable 10 per cent annual increase in retail sales, China's retail sector deserves greater research effort (Fong, 2013). Most previous researches are directed towards industrial or B2B negotiation (Dawes and Lee, 1996; Herbst et al., 2011). The current research attempts to fill the research gaps by collecting data from consumers both before and after they negotiate the price offer with retailers for their fashion purchases.

Apparel market in China is already the second-largest apparel market in the world, reaching nearly \$70 billion<sup>1</sup> in 2010 (BCG China Fashion Research Survey, 2010), and a stronger retail value sales growth was seen in 2011 as well. According to Euromonitor International report, despite the effects of global recession, China's economy witnessed a vigorous growth, which led to ever-increasing disposable income levels, thereby, resulting in higher consumption of apparel products amongst Chinese consumers. Apparel sales benefited from this positive factor and continued to see healthy retail volume and value sales growth over the review period. China's apparel market remained lucrative, catching the eyes of many international players due to its

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<sup>1</sup> ¥ 398 billion= \$ 69.42 billion (based on currency exchange rate, Nov. 2013)

stability during the global meltdown. Therefore, it is necessary to deeply understand the uniqueness of Chinese consumer behavior with regard to bargaining for international apparel retailers to be successfully acquainted with the Chinese market.

During a bargaining process, perceived price unfairness may be induced. The prior studies focus on negative price unfairness following disadvantaged price inequality (Xia, Monroe and Cox, 2004), that is referring to a potential loss to the consumer. As illustrated by equity theory, it was evidenced that perceived negative price unfairness which results from disadvantaged price inequality decreases satisfaction (Haws and Bearden, 2006); in addition to fostering the intention to switch (Anton, Camarero and Carrero, 2007). Consequently, the negative price unfairness which might be perceived during a bargaining activity could result in successive negative consequences towards the consumers purchase behavior including perceived product quality, perceived product value and purchase intention.

Afterwards, the following obvious questions are worthy to be discussed: why do Chinese consumers bargain? Do Chinese consumers perceive beneficial price so important that they could sacrifice an orderly and fair shopping environment? How important is price fairness to Chinese consumers? How do they rate product quality and product value compared to the monetary benefits?

Usually, consumers bargain for an advantaged price difference. They believe that they could gain monetary benefit through bargaining. If consumers do “win” in the

bargain competition with sellers, then it generates a positive feeling rather than a negative one (mentioned above) related to price unfairness that is expected to be observed virtually in general. Positive price unfairness following advantaged price inequality, which occurs when consumers learn that they paid less than what a comparable reference party paid for a product or service. Such positive price unfairness might encourage the consumer to make a positive decision for purchase due to a feeling of excitement on gaining an extra advantage from this.

Additionally, as a result of the price negotiation, discounted price is being considered as a privilege offered to the consumer. Consequently, the consumer's perceived special treatment benefit may be increased. Thus, the consumer might have some feeling of excitement of the deal, which to be precisely, helps in building a hedonic or satisfied shopping experience, thus enhancing the possibility of a successful transaction. Hence it may be inferred that bargaining process might function as a positive catalyst in the purchase process.

However, there is a possibility of a second thought. What if the discounted price gained through bargaining is not exclusive to a given consumer? What if the discounted price offered to others is lower? In this regard, such uncertainty of pricing may induce negative price unfairness and a series of negative consequences may be observed such as low trust in seller, low judgment of product quality, and also low intention of purchase.

As such, price unfairness (positive V.S. negative) might be perceived by consumers during a bargaining process similar to a two-sided sword. Which one will win in this seesaw battle to affect more to consumers' purchase intention under such a distinctive shopping environment in China? What kind of price strategy could be recommended to sellers for a better sale based on such paradox? Also, for a deeper discussion, what can we do to contribute to the establishment of a healthy and fair consumer market and shopping environment? This research attempts to contribute answers to all the questions above.

In this research, bargaining behavior is assumed as the research background. Under a situation of allowable price negotiation, the relationships amongst Chinese consumers' perceived price unfairness, perceived special treatment benefit, perceived hedonic value, trust in seller, perceived product quality, perceived product value, and purchase intention are examined.

In addition, this research provides a better understanding of Chinese consumer behavior by analyzing the changes regarding to those variables mentioned above which occur during the course of purchase, based on two cases (price is non-negotiable and price is negotiable).

This research is organized as follows. First, the conceptual framework of the research is presented, followed by the research hypotheses and the methodology used. Then, the results of the research are presented along with their discussion and

implications of the research and future research recommendations.

## 2. Objectives

The objective of this research is to analyze the function of Chinese consumers' bargaining behavior affecting consumers' purchase intention. As the vital factors contribute to purchase intention, perceived price unfairness, perceived special treatment benefit, trust in seller, perceived product quality, and perceived product value are presumed to change as a result of price negotiation. Therefore, it is necessary to explore the variance of the relationship among perceived price unfairness, perceived special treatment benefit, trust in seller, perceived product quality, perceived product value, and purchase intention under the condition that the price offer is negotiable, thereby identifying the contribution of bargaining behavior to Chinese consumers' purchase decision.

Specifically, a multi-level relationship comprising of six variables is identified in a shopping situation where price is negotiable. First level relationship indicates the effects of perceived special treatment benefit, perceived hedonic value, and trust in seller on perceived product quality and perceived product value. Furthermore, the effects of perceived product quality and perceived product value on purchase intention are observed in the second level relationship. In addition, to provide a better understanding of bargaining behavior function, the same relationship is examined in the case of non-negotiable price for the aim of comparison. Additionally, driven by the

difference of perceived price unfairness, the three factors of perceived special treatment benefit, perceived hedonic value, and trust in seller are assumed to vary depending on whether they occur in the transaction with or without the occurrence of bargaining, thereby altering the hypothetical dependent variables (perceived product quality, perceived product value) and purchase intention.

# **Chapter 2 Theoretical Background**

In this chapter, the literature relevant to the present research is reviewed. This chapter includes eight sections. The first two sections provide a literature review regarding bargaining behaviour and price unfairness perceived in a retail bargaining procedure in consumer behaviour literature. The rest six sections are devoted to the mutual relations and literature reviews regarding a series of variables that are considered to be affected by the perceived price unfairness induced due to bargaining behaviour are provided. These variables are perceived special treatment benefit, perceived hedonic value, perceived product quality, perceived product value and purchase intention.

## **1. Bargaining**

### **1.1. Concept of Bargaining Behavior**

The most fundamental marketing process is perhaps a face to face, buyer-seller negotiation. Bargaining is mainly a negotiation between retailer and customer, the seller offers a price whilst the consumer bargains for a discounted price, or for a free

gift/service at the offered price (Lee, Hom, and Kowloonm, 2008). It is also an exchange activity which allows the possibility of mutual benefits (Evans and Beltramini, 1987), and is one of the principal influences at work in buying and selling interaction process (Webster, 1981 cited in Neslin and Greenhalgh, 1983). Accordingly, in this research, “bargaining” is referred as a behavior that individuals (consumers/buyers<sup>2</sup>) have the possibility of concluding a mutual agreement during purchase decision process; there are conflicts of interests about which agreement to conclude; and no agreement may be imposed on an individual without his approval.

A consumer tends to express feeling of concerns or emotions regarding bargaining actions, whether favorable or unfavorable. For instance, some consumers become excited when bargaining while others feel bored; some like to bargain and some does not. Subjective norm is a customer’s judgment of how relevant others would think about his commitment to bargaining, or whether bargaining is an acceptable practice in their society. The intention to engage in bargaining is a state of readiness for the consumer to start bargaining when shopping (Lee, Hom, and Kowloonm, 2008).

Earlier empirical researches on bargaining behavior specified measurable components. One of the structural components of bargaining behavior which was formulated for both consumer and seller is directly offered: any concession by the seller, such as reduction of price, faster delivery, or extended credit terms; the

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<sup>2</sup> Buyer is consistent with consumer conceptually in this research.

consumer's offer to purchase for concessions such as the above. In this research, bargaining behavior is referred mainly as a request by a consumer for the reduction of price.

## **1.2. Chinese Consumer and Bargaining**

In Chinese market culture, consumers mostly negotiate the price of items before deciding on whether to purchase it or not. Previous researches found that Chinese consumers have a high level of bargaining intention and a competitive bargaining style (Lee and Hom, 1998).

One of the major reasons why bargaining behavior differs from country to country is economic development: time is the dominant constraint in the more advanced industrialized nations, whereas money is a dominant constraint in less-developed countries. Consumers in developing countries forgo time in exchange for perceived financial gains (in the form of discounts) which results to bargaining (Sheth, 1983). More precisely, there is an inverse relationship between the degree of economic development and intention of bargaining. Despite of the vigorous growth of China's economy, most regions of China are still considered as somewhat less-developed, although China is the fastest growing economy in the world. Chinese consumers show a greater intention to engage in bargaining, which is meant for a

discount on the price. Consequently, bargaining behavior is considered to be a tradition of most Chinese consumers' purchase decision process, which tends to be influenced by the economic development of the country.

In addition to economic development, the scale of daily transactions is considered to be another crucial factor affecting bargaining behavior. For example, for a giant retailer such as Wal-Mart, a flexible price strategy is naturally impossible to implement when it needs to transact with a large number of customers on a daily basis (Fong, 2013). Negotiable price strategy is accepted as a common sense in China - a kingdom to over 500,000 small and medium-sized retailers.

In China, it is possible to say that transaction between these relatively small or medium-sized retailers and consumers is similar with interpersonal interaction between buyers and sellers. One of Chinese traditional culture which has been highly phased by Chinese is courtesy demands reciprocity (Book of Rites<sup>3</sup>). Such way to treat others may be interpreted in purchase behavior, namely, Chinese consumers might demand monetary benefit which results from bargaining as the reciprocity for their purchase in the shop (杜实, 2012).

Another factor that drives bargaining as a retail norm in China is presumably the "trust crisis" (Sun, 2003). Consumers seem to distrust sellers as well as the initial price they offered. Therefore, the tagged price usually dissatisfies consumers which leading

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<sup>3</sup> Book of Rites (礼记), literally the Record of Rites, is a collection of texts describing the social forms, administration, and ceremonial rites of the Zhou Dynasty as they were understood in the Warring States and the early Han periods.

to high intention of price negotiation.

## **2. Perceived Price Unfairness**

### **2.1. Concept of Perceived Price Unfairness**

It could be fair enough to say that all price evaluations, including unfairness assessments, are comparative. Perceived unfairness may be induced by price differences for the same product or service offered to consumers (Feinberg, Krishna, and Zhang, 2002; Xia, Monroe and Cox, 2004). Compared to notions of fairness, notions of unfairness are typically clearer, sharper, and more concrete (Finkel, 2001).

Consumers compare one price with another price (Xia, Monroe, and Cox, 2004). A consumer may claim, “I paid more price than I expected”, “I paid more than I used to pay”, or “I paid more price than another consumer”, “The price I expected to pay”, “the price I used to pay” and “the price others paid” are all adopted by consumers as a reference price before they make their purchase decisions. Whether consumers perceived a retail price to be high or low depends on the reference price they adopt at the point of judgment. Reference price is a memory-based standard against which the purchase price of a product is judged (Monroe, 1973; Winer, 1988).

In this research, comparison between two price points is considered as the

assumed reason for perceived price unfairness. Price comparisons lead consumers to one of two types of judgments: equality or inequality. A perception of price inequality normally does trigger an unfairness perception combined with positive price unfairness, which occurs when consumers learn that they paid less than what a comparable reference party paid for a product or service; and negative price unfairness, which occurs when consumers learn that they paid more than what a comparable reference party paid for a product or service (Xia, Monroe and Cox, 2004).

## **2.2. Perceived Price Unfairness and Bargaining Behavior**

Bargaining is a negotiation for price differences (Fong, 2013), relatively considered as a positive unfairness to the bargainers (that is, potential gain to the consumer) and a relatively negative unfairness (that is, potential loss to the consumer) to the one who does not bargain. For example, a consumer may perceive positive price unfairness after comparing the discounted price obtained through a bargaining process with the initially tagged price. Also, a consumer may have perceived negative price unfairness after comparing the discounted price obtained through his bargaining process with the discounted price which could be differently obtained by other bargaining hunters whether referred in reality or just in the former's expectation.

Perceived unfairness has shown to reduce satisfaction (Oliver and Swan, 1989)

and purchase intentions (Campbell, 1999). A series of researches on price unfairness indicate that price unfairness may lead to negative consequences for the seller in the process of purchasing. Negative reactions occur when consumers feel that they have been negatively unfairly treated (Seiders and Berry, 1988), and these perceptions of price unfairness have the potential of making significant adverse effects on consumer satisfaction and subsequent consumer behavior (Bei and Chiao, 2001). A consumer compares the discounted price he/she obtained via the bargaining process with the discounted price which could be differently obtained by other bargaining hunters whether it actually occurred or just in his/her own anticipation. Perceived negative price unfairness induced in this comparison may “typically comes with negative emotions such as anger and outrage; leading to insistently press for action or redress” (Finkel, 2001, p. 57).

However, in terms of positive price unfairness, things may turn out to be a totally opposite side. The researches ignored that in some special markets (like China) price unfairness (especially the positive unfairness) may, to some extent, lead to positive consequences such as higher purchase intention. It is evident that Chinese consumers would like to choose the goods which they tend to bargain on, rather than the goods initially tagged with the lowest price (杜实, 2012). The positive unfairness usually induced by an acceptable bargaining process may provide the consumer with a feeling of an extra benefit. This feeling is expected to make the consumer become

more excited about the shopping experience which, in this research, referred as perceived hedonic value. Also such positive price unfairness may be perceived as a privilege offered by the seller, thus inducing subsequent consequences in trust in seller as well.

In the present research, perception of price unfairness is considered as an original motivation of the variance of other variables. With regard to the obsession for price negotiation of the Chinese consumers during the shopping activities, it is natural to presume that they perceive higher price unfairness after price negotiation due to the increase of either positive price unfairness or negative price unfairness.

### **3. Perceived Special Treatment Benefit**

#### **3.1. Perceived Special Treatment Benefit**

Classic economics theory explains that consumers will follow the principle of utility maximization in the decision-making process. As a result of this, all the external and internal factors that influence decision-making categorized into two parts - gain and loss. Gain and loss perception of consumer can be understood as perceived benefit and perceived risk.

For the consumers, perceived benefits can be focused on either the core service or on the relationship itself (Hennig-Thurau, Ginner, and Gremler, 2000), for which the latter one is referred to relational benefits (Guttek, Bhappu, Liao-Troth, and Cherry, 1999). Special treatment benefit is one of the three types of relational benefits (Bitner, 1995) perceived by consumers through receiving more efficient service, individualized additional services or price breaks (as bargaining in this research). Special treatment benefit includes both economic and customized advantages for the consumer. This benefit gets at the notion that relational partners obtain special deals and treatment that are unavailable to non-relational customers (Yen and Gwinner, 2003). In this research, perceived special treatment benefit is referred to as the benefit, typically monetary benefit, which a consumer exclusively gains from a discounted price via bargaining

process.

### **3.2. Perceived Special Treatment Benefit and Bargaining Behavior**

Consumers might perceive an allowable bargaining process as a privilege or additional service which is exclusive to them leading to price breaks. The benefits received from such special treatment were proved to positively influence consumers' satisfaction (Hennig-Thurau, Ginner, and Gremler, 2002).

Perceived special treatment benefit becomes more distinct in terms of bargaining behavior. Since a bargained price is offered by the seller, a perception of positive price unfairness is considered to be induced, which makes the consumer feel being treated specially and such positive price unfairness is thus taken as a natural privilege. Consumers' special treatment benefit perceived after an ideal bargaining experience is considered more subjective and emotional, differing from consumers' personalities (desire for control or not). However, is there any possibility that the seller offers a bargained price to the other potential consumers as well?

In China, bargaining behavior is accepted generally among buyers and sellers in terms of relatively small or medium-sized transactions. Consumers tend to chase for the special treatment benefit through the bargain meanwhile suffering from so-called

trust crisis (Hanser, 2010). Clearly, the positive effects of special treatment benefit have already been generally examined in previous studies (Hennig-Thurau, Ginner, and Gremler, 2002; Selnes, 1993). Yet the consequence of special treatment benefit perceived specifically in bargaining process is inconclusive. Based on the above arguments, the current research expects a higher perceived special treatment benefit when price is negotiable in the transaction compared with the one perceived when price is not negotiable. Also, an inspection of the positive influence of special treatment benefit is conducted in the following chapters.

## **4. Perceived Hedonic Value**

### **4.1. Concept of Hedonic Value**

One of the fundamental questions in consumer behavior researches is what kind of benefit consumers can gain from a shopping experience. Some consumers gain a feeling of satisfaction as long as they purchase the items they are demanding for; whereas others find it exciting as well as becoming contented with the actual purchase of the items. It is not only the product acquisition that makes shopping valuable but also the complete experience (Babin, Daeden, and Griffin, 1994). Thus giving rise to two dimensions of shopping values: hedonic and utilitarian.

Hedonic consumptions are more subjective and personal, defined as those facets of behavior relating to the multisensory, fantasy, and emotive aspects of consumption (Hirschmann and Holbrook, 1982). In this regard, consumption is driven by the fun a consumer perceives in using the product, and the criteria for “success” are essentially subjective in nature (Hirschmann and Holbrook, 1982). Hedonic shopping motives are similar to the task orientation of utilitarian shopping motives, only that “task” is concerned with hedonic fulfillment, such as experiencing fun, amusement, fantasy, and sensory stimulation (Babin et al., 1994). Hedonic shopping value reflects shopping’s potential entertainment and emotional worth (Bellenger, Steinberg, and Stanton 1976).

## **4.2. Perceived Hedonic Value and Bargaining Behavior**

Various shopping experiences can provide hedonic value by allowing a consumer to enjoy a product's benefit, one of which is bargaining perception. There are several Chinese consumers shopping looking out for sales, discounts, and hunting for bargains. Bargaining provides increased sensory involvement and excitement among consumers (Babin, Darden, and Griffin 1994). Many of Chinese consumers are observed to discuss about how they enjoyed hunting for bargains, looking out for sales, and finding discounts or low prices, almost as if shopping is a challenge to be "conquered" or a game to be "won". Such consumer behavior termed as "value shopping (McGuire's, 1974)" views the consumer as a competitive achiever who seeks for success and admiration and strives to develop his potentials in order to enhance his self-esteem. Consumers may obtain hedonic benefits through bargain behaviors, which provide increased sensory involvement and excitement (Babin et al., 1994). Personal achievement can also be found through bargain or discount. Also, the price-quality literature portrays value as a function of a product's selling price and a consumer's internal reference price (Monroe and Chapman, 1987; Thaler, 1985). The hedonic responses associated with bargain perceptions, however, extend beyond an additive measure of transaction utility (Schindler, 1989).

During a shopping experience, it might become incidental to purchase. “People buy so they can shop, not shop so they can buy” (Langrehr, 1991, p. 428). For example, many Chinese people go to Seoul (capital of South Korea) for tourism and sightseeing. Shopping is also one of the cultural events for the tourists’ must-do-list in Seoul’s prominent markets, thus making it an important part of the tour (The Seoul Institute, 2013). In this regard, when Chinese consumers visit a shop, the purchase of goods may be incidental to the experience of shopping, which to be more exactly is, window shopping. They might find some items which they like but not so passionate to buy, inquiring about the price for the sake of curiosity and making an attempt to get a bargain price. If the request of bargaining is acceptable, then they might consider purchasing it due to the increased hedonic value by bargaining. More specifically, the bargaining might provide increased sensory involvement and excitement (Babin et al., 1994; Holbrook, Chestnut, and Greenleaf, 1984; Schindler, 1989). A successful bargaining experience tends to positively influence the customer’s satisfaction presumably due to the expectation of positive financial returns (Hennig-Thurau, Ginner, and Gremler, 2002) and loyalty (Selnes, 1993). As proposed in the smarter shopper theory, a successful bargaining result is likely attributed as the shopper’s own skill (Schindler, 1998) thereby also satisfying ego-expressive goals (Folkes, Kiesler, 1991; Schindler, 1998).

Based on the above arguments, the current research expects an increase of

perceived hedonic value after a bargaining process and an inspection of the positive influence of hedonic value is conducted in following chapters.

## **5. Trust in Seller**

### **5.1. Concept of Trust in Seller**

To certain extent, the whole purchase process is based on buyer-seller relationship. Some researches described buyer-seller relationship by using a marriage analogy (Levitt's, 1983). Within a marriage relationship the husband and wife are supposed to entail the risk and share the benefit by complying with their obligations. Buyer-seller relations involve analogous benefits and costs (Dwyer, Schurr, and Oh, 1987). In general, the most important is the possibility of significant gains to both. To attain such a goal, foremost is the trust, just like a marriage.

Trust is a construct that is important for understanding the status of a buyer-seller relationship. It is a multidimensional construct, defined as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party" (Mayer, Davis, and Schoorman 1995, p. 712). Precisely, trust is a two-dimensional construct, combined of perceived credibility and benevolence (Ganesan, 1994). The first dimension focuses on the credibility of an exchange partner with the expectancy that the partner's words or written statements are reliable (Lindskold, 1978). The second dimension, benevolence, is the extent to which

a partner is genuinely interested in the other partner's welfare and is motivated to pursue a joint gain (Lee and Dawes, 2005).

## **5.2. Trust in Seller and Bargaining Behavior**

Buyer's perceptions on price unfairness are suggested to affect the trust associated with the buyer-seller relationship. In the vent of buyer having no transaction experience with the seller, on initial contact they may base their trust on the seller's reputation and contextual cues, such as store display and product assortment, or the seller's publicized goodwill thus assessing the cost-benefit of transacting with this seller. The initial trust may not necessarily be low because a buyer may choose to trust a seller until something goes wrong (McKnight, Cummings, and Chervany 1998).

However, in China, things may not follow this statement due to the characteristics of the interpersonal relationships based on Chinese unique culture. According to a sociologist Sun (2003), mainland Chinese society suffers from a 'crisis of trust' today. A key aspect in the Chinese culture is high degree of collectivism (Hofstede, 1980). The norms of Chinese interpersonal behavior clearly distinguish in-group, such as extended families from out-group people, such as strangers. From birth onward, people belong to strong, cohesive in-groups where people pay more attention to attachment, harmony, and long-term relationships (Hui and Triandis, 1986).

On the contrary, people distrust one another in out-group; are “on guard against everyone and on all occasions”; and “treat each person like a guest, but guard against him like a thief” (Chiao, 1989). Moreover, Fukuyama (1995) categorizes Chinese society as a low-trust society in which its citizens tend to distrust out-group people and trust only in-group people.

Based on such cultural background, a seller is naturally considered as out-group people by a buyer. Therefore, the distrust of the seller might drive a demand of bargaining for the price by the buyer when the offer differs from or even consistent with the reference price in their minds. Lee and Dawes (2005) found that a buyer tended to have more trust in a seller when there was a positive affect between a seller and a buyer. In this research, the duality of the present finding is examined considering perceived price unfairness which might be induced during a bargaining process. When a positive unfairness is perceived, the buyers may perceive it as a monetary favor (special treatment benefit) from the relationship. Also, the hedonic value which is presumed to increase after an ideal bargaining process contributes to building a positive effect in buyer-seller relationship. However, a negative unfairness may have a negative effect on trust in the relationship. For consumers who believe that they have a close relationship with the seller, with an option of bargaining for a price discount, they may perceive the price difference as a benefit of the relationship. However, there might be a possibility that the buyer is uncertain about the special treatment benefit given by

the seller. Generally, if bargaining for a discount price is available to one buyer, then it could also be available to the others and there might be no any guarantees for the mobility of the bargained discount price. In this regard, the buyer paying a price that is higher than the other potential buyers may judge the seller as having betrayed their relationship. Such uncertainty resulting from price negotiation may induce a series of negative consequences may be observed such as low trust in seller.

In this research, the reaction of consumer (as the buyer) to the seller is observed under two situations in which a bargaining behavior is acceptable or not acceptable. Due to the perceived price unfairness that might be induced in a bargaining process, trust in seller is expected to decrease when bargaining behavior is acceptable compared with the case of non-negotiable price offer. Also, an inspection of the positive influence of trust in seller is conducted in following chapters.

## **6. Perceived Product Quality**

### **6.1. Concept of Quality**

As emphasis was made by many researchers (Dodds and Monroe, 1984; Garvin, 1983; Holbrook and Corfman, 1985; Jacoby and Olson, 1985; Parasuraman, Zeithaml, and Berry, 1986) emphasizing the difference between objective and perceived product quality. As applied in the past researches, the term objective quality is referred to as a measurable and verifiable superiority on some predetermined ideal standard or standards (Zeithaml, 1988). Objective quality is used to describe the actual technical superiority or excellence of the products.

Perceived product quality is different from objective or actual quality with higher level abstraction rather than a specific attribute of a product which resembling attitude (Zeithaml, 1988). Perceived product quality can be defined as the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives (Lewin's, 1936). Perceived product quality is an intangible, overall feeling with regard to a brand. However, it is usually based on the underlying dimensions which include characteristics of the products to which the brand is concerned with such as reliability and performance.

## **6.2. Factors Affecting Perceived Product Quality**

Attributes that signal quality were dichotomized into intrinsic and extrinsic cues (Olson, 1977; Olson and Jacoby, 1972). Intrinsic cues encompass the physical composition of the product. In a handbag For example, intrinsic cues would include such attributes as color, texture, material, and degree of durability, etc. extrinsic cues are product-related, and thus does not concern part of the physical product itself. In relative researches, the three extrinsic cues frequently associated with quality are brand name, and level of advertising.

When a consumer is operating without adequate information about intrinsic product attributes, extrinsic cues are posited to be used as quality indicators. These situations may occur when the consumer is working without sufficient information about intrinsic product attributes. This circumstance may occur when the consumer has little or no experience with the product or cannot readily evaluate the intrinsic attributes. At an instance of purchase, most extrinsic product attributes can be evaluated and as a result become accessible as quality indicators. Product attribute information is an elemental or disaggregate form of information, whereas perceived product quality can be considered a summarization of this information (Olson and Jacoby 1972; Myers and Shocker 1981; Zeithaml 1988).

Accordingly, it is generally accepted quality perceptions are being influenced by

both intrinsic and extrinsic product attribute information, including price. A large body of literature addresses the price-perceived product quality relationship, and, despite the fact that there are varying findings, a positive relationship between price and perceived product quality has been identified in numerous studies (Rao and Monroe 1988; Zeithaml 1988). Therefore, it is fair to propose that there is a decrease of perceived product quality due to the lower price which results from the price negotiation when bargaining behavior is acceptable in the transaction.

Perceived value is regarded as antecedent to a person's willingness-to-buy and as an outcome of perceived product quality and perceived sacrifice (Monroe, 1990). Monroe also viewed both product quality and sacrifice as influenced by perceived price, thereby having a dual effect. Price is, first, a financial sacrifice that negative contribution to value. However, perceived price also influences perceptions of quality. Price is a tool more likely used by consumers as an indicator of quality for relatively expensive products (Olson, 1977).

Accordingly, perceived price tends to be a crucial factor which affects perceived product quality. In terms of a bargaining process, in which perceived price unfairness might be induced, a variation of perceived product quality is expected to be observed in this research. As mentioned in the former part of this research, all of perceived special treatment benefit, perceived hedonic value, and trust in seller are assumed to be highly related with perceived price unfairness which is induced during a bargaining

process in this research. Based on such an indirect association, there could be any possibilities that perceived special treatment benefit, perceived hedonic, and trust in seller influence perceived product quality directly.

## **7. Perceived Product Value**

### **7.1. Definition of Perceived Product Value**

A significant mediating variable from buyer's purchase intention is their perceptions of the value of the seller's offering. Buyer's perception of value is mental trade-offs of what they believe they gain from a purchase with what they sacrifice by paying the price (Monroe 2003). Perceived product value signifies the worth that a product or service has in the mind of the consumer.

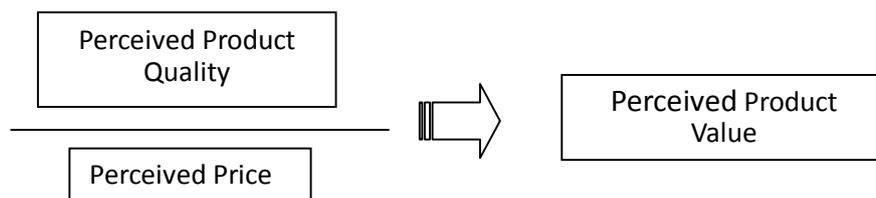
Perceived product value is often used with perfumes, for example. Perfumes are known to be associated with a glamorous celebrity in order to create a mystique and perception of luxury. Alternatively, they may be the subject of elaborate and expensive advertising campaigns to create a strong image for the perfume marketing strategy. Consumers do not commonly realize that the costs of production for perfumes are relatively low whilst the cost of production for perfume may be only a few dollars, the perceived product value of a perfume can be far greater. Consumers are primarily concerned about the value they will actually receive from the product or service (Rondan-Cataluna and Martin-Ruiz, 2011).

The most common definition of product value is the ratio or trade-off between quality and price (Chain Store Age, 1985; Cravens, Holland, Lamb and Moncrief, 1988;

Monroe, 1990), a value-for-money conceptualization (Figure 2-1). Of the more sophisticated conceptualizations that have been proposed (Thaler, 1985; Zeithaml, 1988; Monroe, 1990), Zeithaml's has been the most common basis for previous research on perceived product value.

<Figure 2-1>

**Perceived product quality, Perceived Price, and Perceived Product Value**



Zeithaml illustrates value in terms of a tradeoff of salient ‘give’ and ‘get’ components. This can be described as a rational or cognitive model of decision making. It considers perceived product value as “the customer’s assessment of the utility of a product based on perceptions of what is received and what is given.”

## **7.2. Factors Affecting Perceived Product Value**

According to the definition of perceived product value, it was been suggested that perceived product quality and perceived price are the main factors that affect

perceived product value.

Perceptions of price fairness play a significant role in the value-perception process (Oh, 2000). According to this researcher, when so-called 'positive price unfairness' exists (that is, potential gain for the consumer), price affects perceived product value more significantly than perceived product quality; conversely, when so-called 'negative price unfairness' exists (that is, potential loss for the consumer), perceived product value is more significantly influenced by perceived product quality than by perceived price. In a subsequent study, Oh (2003) concluded that overprice ('negative price unfairness') tends to lower buyers' perceptions of quality, which also leads to perceptions of lower value.

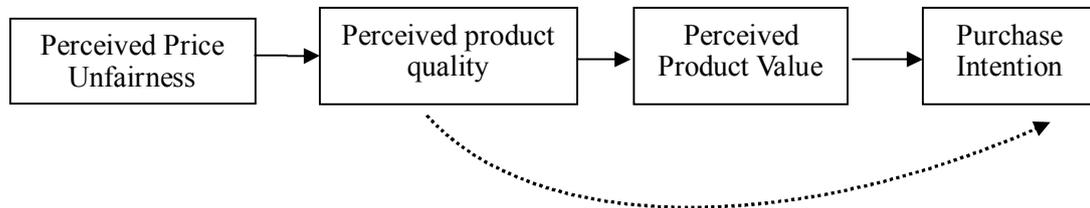
If the above theory is true, then the negative price unfairness which might be induced during bargaining could result in the lower perception of product value. Then here comes the question: why do Chinese consumers bargain? If perceived product value decreases as the price lowers due to price negotiation, then Chinese consumers seem to prefer the product with lower value. In this regard, the existence of several moderating variables such as perceived hedonic value, perceived special treatment benefit, and trust in seller is proposed to contribute to explain such paradox. Combined with positive price unfairness, those variables presumably drive a much lower perception of price than the perception of product quality thereby contributing to a higher perceived product value.

## **8. Purchased Intention and Bargaining Process**

An indirect effect of values (Pitts and Woodside, 1984) and involvement (Swinyard, 1993) were reported by some researches, so as a direct effect of consumer satisfaction (Reichheld and Teal, 1996; Zeithaml et al., 1996; McQuitty et al., 2000) on purchase intention. Though some scholars reported an indirect relationship between perceived product quality and purchase intention mediated by perceived product value (Chang and Wildt, 1994), others found a direct relationship between perceived product quality and purchase intentions (Carman, 1990; Boulding et al., 1993; Parasuraman et al., 1996), as noted in Diagram 2-1 below. Value perceptions may be formed independently of involvement in a transaction, whereas purchase intentions are formed under the assumption of an anticipated transaction and, consequently, are often considered as important indicators of actual purchase. Therefore, perceived product value and purchase intention are measures of separate constructs, although in most instances, they are positively related, and the former is a key variable affecting the latter. In general, purchase intention is expected to be low if a product is judged low in value due to either low quality or high price (Chang and Wildt, 1994).

<Figure 2-2>

**Perceived product quality, Perceived product value, and Purchase Intention**



Despite the debated issue on the relationship among perceived product quality, perceived product value, and purchase intentions, this research analyzes consumers' purchased intention from a new different perspective. As Chinese consumers tend to bargain before they make purchase decision, it is fair to expect an increase of purchase intention after price negotiation. Additionally, the present research proposes there are direct effects of both of perceived product quality and perceived product value towards purchase intention.

# **Chapter 3 Research Method**

This chapter includes three sections. In the first section, research questions based on literature review are provided followed by hypotheses of a conceptual framework that summarizes presumed regression relations among the variables. The second section contains a discussion of the questionnaire items that measure each variable of the proposed framework. The last section includes data collection and statistical tests for analyses.

## **1. Framework and Research Questions**

### **1.1. Research Questions and Hypotheses**

This research conducts an analysis on Chinese consumer bargaining behavior to understand his/her response towards the purchase intention, perceived product quality, perceived product value, and their dependency on perceived special treatment benefit, perceived hedonic value, and trust in seller.

The objective of this research is to analyze the function of Chinese consumers' bargaining behavior affecting consumers' perceived product value, perceived product

quality, and purchase intention. Drawing from the researches on consumer behavior, the multi-level causal relations that might be induced during a bargaining process are identified. The first level is referred to positive effect driven by three independent variables (perceived special treatment benefit, perceived hedonic value, and trust in seller) on perceived product quality and perceived product value. The second level is that perceived product quality and perceived product value positively influence dependent variable purchase intention. Furthermore, perceived special treatment benefit, perceived hedonic value, and trust in seller are assumed to differ depending on whether the price is negotiable or not in shopping experience, thereby leading to variations in perceived product quality, perceived product value, and purchase intention. To clarify the comparisons of the variables in consumptions with or without bargaining and provide a better understanding of the functions of bargaining behavior in consumers' purchase decision, the multi-level regression relations in the consumptions with bargaining are likewise proposed in the shopping situation where price is non-negotiable.

Specifically, the research questions are as follows:

**Research Question 1:**

**To examine the effects of perceived special treatment benefit, perceived hedonic value, and trust in seller on perceived product quality and perceived product**

**value.**

**H1.** Chinese consumers' perceived special treatment benefit (a), perceived hedonic value (b), and trust in seller (c) positively influence their perceived product quality.

**H2.** Chinese consumers' perceived special treatment benefit (a), perceived hedonic value (b), and trust in seller (c) positively influence their perceived product value.

**Research Question 2:**

**To examine the effect of perceived product quality and perceived product value on purchase intention.**

**H3.** Chinese consumers' perceived product quality (a) and perceived product value (b) positively influence their purchase intention.

**Research Question 3:**

**To observe the difference in consumer's responses on perceived price unfairness, perceived special treatment benefit, perceived hedonic value, trust in seller, perceived product quality, perceived product value, and purchase intention in two shopping situations of negotiable and non-negotiable price offer.**

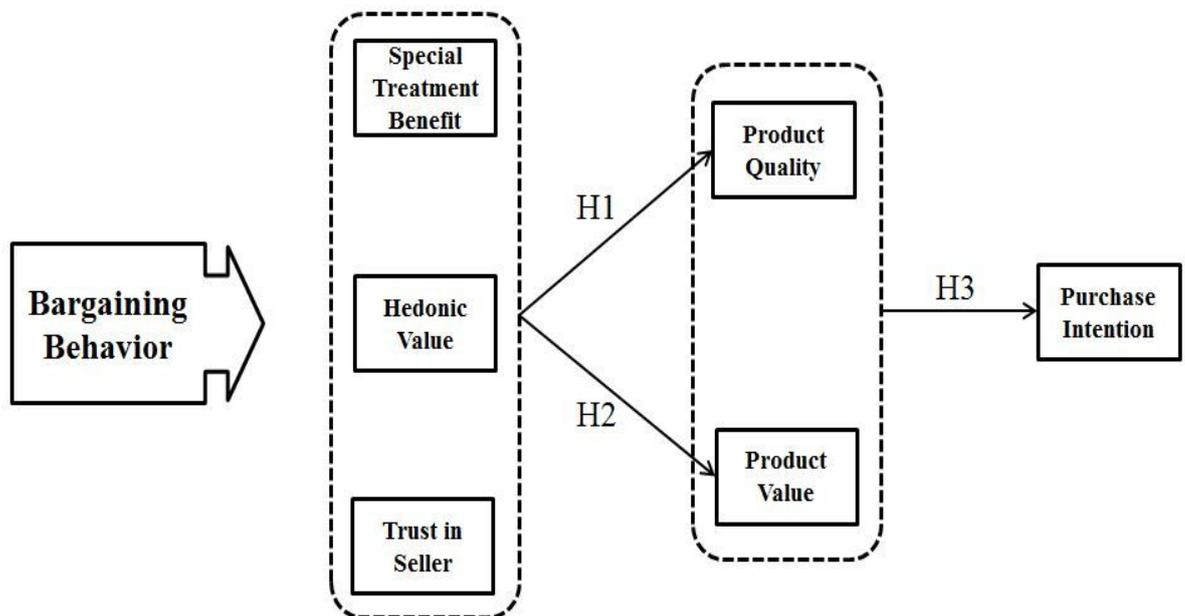
**H4.** Chinese consumers' perceived price unfairness (a), perceived special treatment benefit (b), perceived hedonic value (c), perceived product value (d), and purchase intention are higher and trust in seller (f) and perceived product quality (g) are lower

when price is negotiable compared to the non-negotiable price offer.

## 1.2. Research Model

Research model is as follows:

<Figure 3-1> Proposed Research Model



## **2. Instrument**

During the online mock shopping process, a survey using a questionnaire was conducted including measures of perceived price unfairness, perceived hedonic value, perceived special treatment benefit, trust in seller, perceived product quality, perceived product value, purchase intention. Questions regarding demographics and intention of bargaining were further included in the survey.

Scales of the six variables used by previous researches were employed. An additional item of purchase intention was added during the online mock shopping process for the need of context. Also, the scales of perceived priced fairness from previous researches (Barry et al., 2003; Dhruy et al., 2004) measuring in two items were reversed and adopted for perceived price unfairness in the current research. Perceived special treatment benefit and purchase intention were measured respectively into three items. Perceived hedonic value and trust in seller were measured into four items. Perceived product quality was measured into 7 items and perceived product value was measured into five items. This research further developed a single item for the scale of consumers' bargaining intention. Each item was then rated on a five-point Likert scale (-2 =strongly disagree and 2= strongly agree). All the items and sources were presented in Table 3-1 except for demographics. (See Table 3-1)

**<Table 3-1> Measurement**

<b>Variable</b>	<b>Number</b>	<b>Items</b>	<b>Reference</b>
<b>Perceived price unfairness</b>	1	Do you think the tagged price is fair? (reversed)	Barry et al. (2003)
	2	Do you think the price you are charged for the product is fair?(reversed)	
<b>Perceived special treatment benefit</b>	1	I get discounts or special deals that most customers don't get.	Gwinner et al. (1998)
	2	I get better prices than most customers.	
	3	I get more benefits than most customers.	
<b>Perceived hedonic value</b>	1	This shopping is truly a joy.	Babin et al. (1994)
	2	Compared to other things I could have done, the time spent shopping is truly enjoyable.	
	3	During the shopping, I feel the excitement of the hunt.	
	4	While shopping, I felt a sense of adventure.	
<b>Trust in seller</b>	1	Buying the product from the seller is risky. (reversed)	Andaleeb et al. (1996)
	2	I am willing to make purchase related decisions based on the seller's suggestions.	

	3	I am cautious with the seller. (reversed)	
	4	I trust the seller.	
<b>Perceived product quality</b>	1	This product seems to be made of the real cow leather.	Dodds et al. (1991)
	2	The workmanship of product is high.	
	3	This product seems to be made in Korea.	
	4	The likelihood that this product is dependable is high.	
	5	This product seems to be durable.	
	6	This product should be of good quality.	
	7	The likelihood that the product would be reliable is high.	
<b>Perceived product value</b>	1	This product is a good value for the money.	Dodds et al. (1991)
	2	At the price shown the product is economical.	
	3	The product is considered to be a good buy.	
	4	The price shown for the product is acceptable.	
	5	This product appears to be a bargain.	
<b>Purchase intention</b>	1	The likelihood of purchasing this product is high.	Dodds et al. (1991)
	2	At the price shown, I would consider buying the	

		product.	
	3	Will you purchase this product?	Added for context
<b>Bargaining intention</b>	1	How often do you usually bargain when you are shopping?	Present research

## **3. Data Collection and Method of Analysis**

### **3.1. Data Collection**

#### **3.1.1. Mock Shopping Process**

In this research, a mock shopping process was adopted online, and further conducted in two different models - with or without a bargaining process. A bargaining process was imitated through online questionnaires during the mock online shopping process.

Subjects were informed to imagine that they are shopping at a local select shop and they should “shop as they do in real life”. The mock shopping process was conducted as follows (see Diagram 3-1 as well).

#### **Stage I.**

1. Pictures of nine stimuli were presented with some necessary product descriptions at the very beginning and subjects were asked to choose one as their favourite.
2. Subjects were supposed to be asked about their reference price ( $P_r$ ) of the stimulus they chose afterwards.
3. The initial price of stimulus was programmed to be 100%  $P_r$ .

#### **Stage II.**

Subjects were supposed to be asked about their evaluations of perceived price

unfairness, perceived special treatment benefit, perceived hedonic value, trust in seller, perceived product quality, perceived product value, and purchase intention based on their initial understanding about the stimulus.

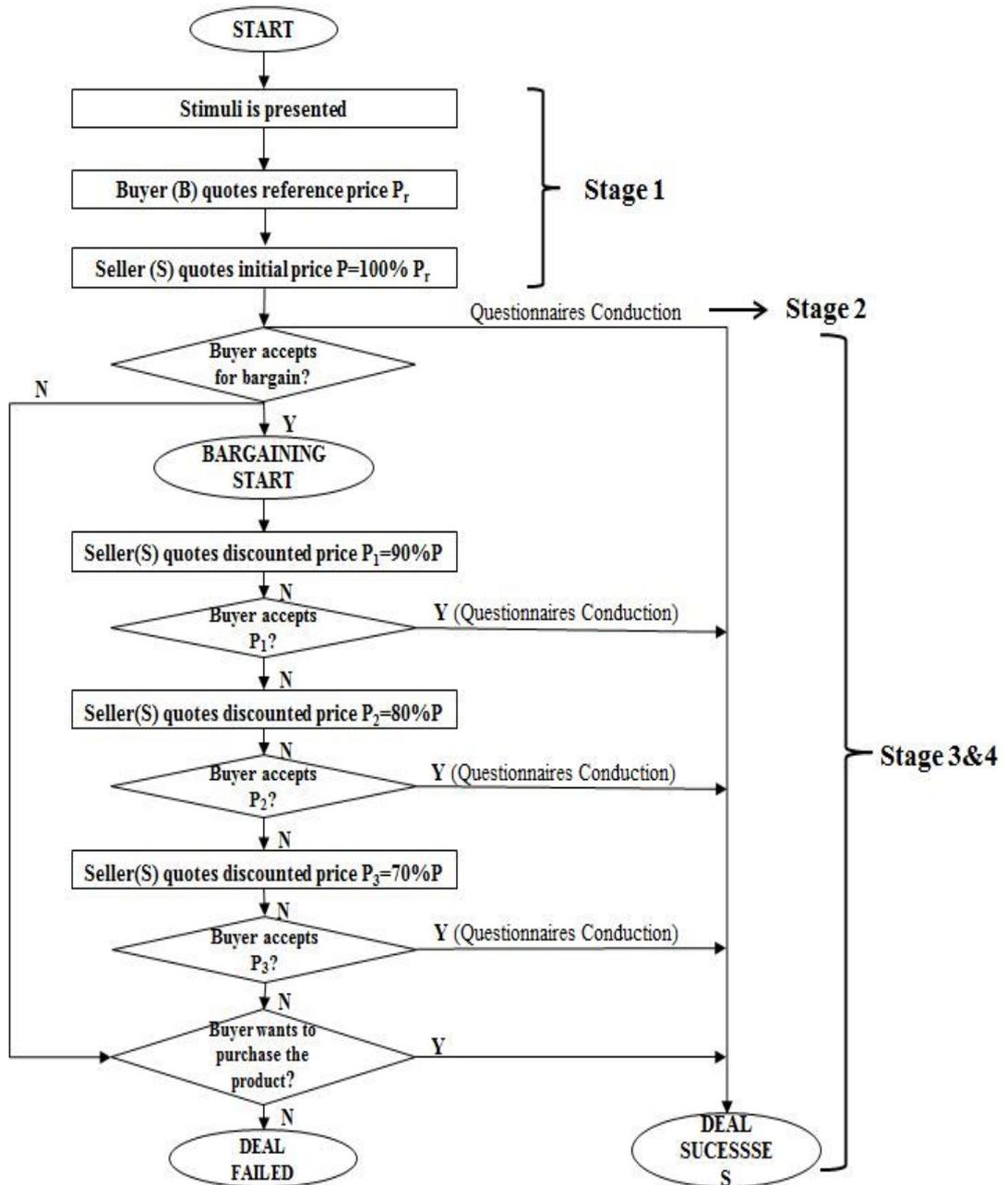
### **Stage III.**

1. An acceptable bargaining request (available bargaining invitation) was proposed.
2. A three-round bargaining process was conducted. The discounted prices offered for the three round bargaining are 90%  $P_r$ , 80%  $P_r$ , and 70%  $P_r$  respectively.

### **Stage IV.**

A series of questions related with the subjects' responses to perceived price unfairness, perceived special treatment benefit, perceived hedonic value, trust in seller, perceived product quality, perceived product value, and purchase intention were asked after the completion of the bargaining which can be completed at the end of any of the three rounds.

<Diagram 3-1> Flow Chart for Online Mock Shopping Process



### 3.1.2. Stimuli

The image of a ladies fashion bag with no brand label is selected as stimuli in this research. Compared with clothing category, bags tend to show high suitability for stimuli adoption because the comparatively low limitation in size matching and season inconsistency.

The image of stimuli is presented with some primary product information such as initial price, material, production place, etc. (See Table 3-2)

<Table 3-2> Information of Stimuli

No.	Front	Back	Detail	Information
1				Width: 19cm Height: 14cm Breadth: 12cm Material: cow leather Made in Korea
2				Width: 38cm Height: 23cm Breadth: 13cm Material: cow leather Made in Korea

3				<p>Width: 28.5cm  Height: 21cm  Breadth: 13cm  Material: cow leather  Made in Korea</p>
4				<p>Width: 39cm  Height: 30cm  Breadth: 16cm  Material: cow leather  Made in Korea</p>
5				<p>Width: 32cm  Height: 24.5cm  Breadth: 11cm  Material: cow leather  Made in Korea</p>
6				<p>Width: 34cm  Height: 28cm  Breadth: 12cm  Strap: 97~104cm  Material: cow leather</p>

				Made in Korea
7				Width: 36cm Height: 24.5cm Breadth: 12cm Strap:91~106cm Material: cow leather Made in Korea
8				Width: 38cm Height: 24cm Breadth: 12cm Material: cow leather Made in Korea
9				Width: 28cm Height: 24cm Breadth: 13.5cm Strap:97~104cm Material: cow leather

				Made in Korea
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### 3.1.3. Sample

According to Boston Consulting Group China Fashion Research Survey (2010), consumers aged 26-35 spend more money on clothing compared to other age groups. Additionally, urban residents aged 31-35 spent the most on clothing, followed by consumers aged 26-30. The survey also indicates that 54% of consumers that accounted for the total consumption on clothing in China were urban women consumers aged 14-45<sup>4</sup>.

Chinese urban women consumers aged 20-55 were involved as subjects in this research. In a market the size of China, the geographic differences are commercially wide. Considering the diversity of the samples, subjects from six regions<sup>5</sup> namely North China, East China, Northeast China, Northwest China, South Central China, and South Central China which cover twenty provinces of China mainland were randomly invited to participate in an online mock shopping process from August 1<sup>st</sup>, 2013 to September 17<sup>th</sup>, 2013.

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<sup>4</sup> The data comes from the Boston Consulting Group China Fashion Research Survey 2010; the respondents are urban consumers aged 14-45. The analysis does not include sleepwear, hosiery, accessories, and children's wear.

Source: Boston Consulting Group

<sup>5</sup> Regional division is based on Constitution of the People's Republic of China.

### 3.2. Method

SPSS statistics 20.0 is used for the statistical analysis of the data collected in this research. Specifically, the methods conducted for the data analysis in the current research are as follows:

Firstly, frequency analysis was conducted for demographic characteristics of the sample. Afterwards, Cronbach's  $\alpha$  was examined to confirm the reliability of each multi-item variable (i.e., perceived price unfairness, perceived special treatment benefit, trust in seller, perceived product quality, perceived product value, and purchase intention). An exploratory factor analysis was further conducted for content validity of measurements. Lastly, regression test and paired t-test were used to examine hypotheses. More precisely, H1, H2, and H3 proposed of regression relations were tested by multiple linear regression tests. H4 presumed that variables perceived in the shopping experience whereby price is non-negotiable differ from the one perceived when price is negotiable were examined by paired t-test. (See Table 3-3)

**<Table 3-3> Analysis Methods**

Step	Analysis	Method
1	Demographic Characteristics of Sample	Frequency Analysis
2	Construct Reliability of measurements	Cronbach's Alpha ( $\alpha$ )

3	Content Validity of measurements	Exploratory Factor Analysis
4	Hypotheses Test	Multiple Regression, Paired T-test

# Chapter 4 Results

In this chapter, the results of the statistical analyses and their implications for tested hypotheses are reported. The demographic characteristics including bargaining behaviour of the sample are described first. Then the reliability and validity of the measures are reported. Thirdly, the results of a series of multiple regression tests are analysed to examine H1 to H3. Finally, a comparison of the variables with or without a retail bargaining procedure is presented by the results of a paired t-test.

## 1. Demographic Characteristics of Sample

### 1.1. Demographic Characteristics

The data collection resulted in a sample of 267 female consumers after eliminating four invalid responses due to partial completeness of the questionnaires. 94.1 % of the total sample was aged 20-39 who were considered as the mainstay of fashion consumption in China Boston (Consulting Group China Fashion Research Survey, 2010). Most of them were single (70.8 %) and received higher education (85.1 %). More than 60% had steady jobs and an economically independent life. 43.4%

of subjects had a relatively low and medium monthly income ranged from \$ 328<sup>6</sup> to \$ 656; while 30.7% had a relatively high monthly income above \$ 656<sup>7</sup>. 91 % of subjects were from North China (15.7 %) including Beijing and Tianjin and East China (75.3 %) including Shanghai, Shandong, Zhejiang, Jiangsu, etc. where both are considered as the most developed regions in China mainland with higher consumption. (See Table 4-1)

**<Table 4-1> Participants Demographics**

<b>Demographic Characteristics</b>		<b>Frequency</b>	<b>%</b>
<b>Age</b>	20~29	212	79.4
	30~39	39	14.6
	40~55	16	5.9
<b>Marriage</b>	Married	75	28.1
	Single	189	70.8
	Other	3	1.1
<b>Education</b>	High school or equivalent	15	5.6
	Undergraduate or Bachelor's degree	146	54.7

<sup>6</sup> ¥ 2000 = \$ 328 (based on currency exchange rate, Nov. 2013)

<sup>7</sup> The global wage report (2012) conducted by ILO shows that average monthly income in China is \$ 656 in 2012.

	Graduate or Master's degree	76	28.5
	Doctor's degree and above	5	1.9
	Other	25	9.4
<b>Occupation</b>	Housewife	6	2.2
	Student	77	28.8
	Company employee	154	57.7
	Self-employed	18	6.7
	Others	12	4.5
<b>Income</b>	2000 ¥ and under	69	25.8
	2000~4000 ¥	116	43.4
	4000~6000 ¥	57	21.3
	6000~8000 ¥	13	4.9
	8000 ¥ and above	12	4.5
<b>Residence</b>	North China (Beijing, Tianjin)	42	15.7
	East China	201	75.3

	(Shanghai, Jiangsu, Anhui, Shandong, Zhejiang, Fujian)		
	Other areas	21	7.9

## 1.2. Bargaining Behaviour in China

To make a more clear observation of Chinese consumers' bargaining behaviour in retail consumption, a series of frequency analyses were conducted on the questions regarding bargaining behaviour which were asked to the participants during the online mock shopping process.

In the first stage of the online mock shopping process, participants were asked if they wanted to bargain at the tagged price of the bag they had chosen. Afterwards they were informed that the price was not negotiable in the shop. The results shown in Table 4-2 are considered as an indication of the initial willingness for price bargaining of Chinese consumers. 74.9 % of the 267 participants preferred to bargain at the tagged price whereas 25.1 % seemed to accept the tagged price (See Table 4-2). Most of the participants tended to bargain at the price whether the price was negotiable or not.

<Table 4-2>

**Frequency Analysis of the Bargaining Intention**

<b>Question</b>	<b>Option</b>	<b>Frequency</b>	<b>Percentage %</b>
<b>Do you want to bargain at this price?</b>	Yes	200	74.9
	No	67	25.1
	Total	267	100

A question related to the frequency of bargaining behaviour in participants' shopping experience was conducted after the online mock shopping process. 99.6 % of the total sample had bargaining experience when they were shopping, of which 32.2 % always negotiate for the price (see Table 4-3). Unexpectedly, only 0.4 % of them never bargained. The results in the present research were consistent with the findings of previous researches that Chinese consumers have a high level of bargaining intention.

**<Table 4-3> Frequency Analysis of Bargaining Behaviour**

<b>How often do you usually bargain when you are shopping?</b>	<b>Frequency</b>	<b>Percentage %</b>
Never	1	0.4
Occasionally	26	9.7
Neutral	49	18.4
Frequently	105	39.3
All the time	86	32.2
Total	267	100

## **2. Validity and Reliability**

### **2.1. Validity**

Validity addresses the problem of whether a measure measures what it is supposed to measure. According to Thietart (2001), the main concerns with the validity are whether the measured data is relevant and precise, and the second is the extent to which we can generalize from those results. In this research, it brings up the question of whether the variables have been measured in the right way and also all the questionnaire questions have been proper and go well with the research's objective and purpose.

In the present research, an exploratory factor analysis using principle component extraction and varimax rotation was conducted to test how well the concept was defined by the measure. Six factors were generated, namely perceived product quality, perceived product value, perceived special treatment benefit, trust in seller, perceived hedonic value, and purchase intention. The results of the exploratory factor analysis for each factor in two shopping situations of negotiable and non-negotiable price offer are presented respectively as follows.

In regard to the case of non-negotiable price, the factor loadings of all the six factors exceeded .50 considered practically significant. Specifically, the factor of

perceived special treatment benefit explained 31.674 % of the variance with Eigen-value of 3.484; the factor of perceived hedonic value explained 20.549 % of the variance with Eigen-value of 2.260; the factor of perceived price unfairness explained 17.394 % of the variance with Eigen-value of 1.913. (See Table 4-4)

<Table 4-4> Factor Analysis of Variables in the Case of Non-Negotiable

Price I <sup>8</sup>

Variable	Items	Factor loading	Eigen values	% of Variance (Cumulative %)
<b>Special Treatment Benefit</b>	I get more benefits than most customers.	<b>.958</b>	<b>3.484</b>	<b>31.674</b> <b>(31.674)</b>
	I get better prices than most customers.	<b>.952</b>		
	I get a better discount than most customers.	<b>.941</b>		
<b>Hedonic Value</b>	The time spent on this shopping was truly enjoyable.	<b>.884</b>	<b>2.260</b>	<b>20.549</b> <b>(52.223)</b>
	During this shopping, I felt the excitement of the hunt.	<b>.852</b>		
	This shopping was truly a joy.	<b>.814</b>		
	While shopping this bag, I felt a sense of adventure.	<b>.602</b>		

<sup>8</sup> Variables reported in table 4-4 include perceived special treatment benefit, perceived hedonic value and trust in seller.

<b>Trust</b>	I trust this seller.	<b>.782</b>	<b>1.913</b>	<b>17.394 (69.617)</b>
	I am willing to make purchase related decisions based on this seller's suggestions.	<b>.765</b>		
	I am cautious with this seller.(reversed)	<b>.745</b>		
	Buying the product from this seller is risky.(reversed)	<b>.690</b>		

As indicated in Table 4-5, the factor of perceived product quality explained 46.603 % of the variance with Eigen-value of 6.990; the factor of perceived product value explained 15.586 % of the variance with Eigen-value of 2.338; the factor of purchase intention explained 7.303% of the variance with Eigen-value of 1.095. (See Table 4-5)

**<Table 4-5> Factor Analysis of Variables in the Case of Non-Negotiable**

**Price II<sup>9</sup>**

<b>Variable</b>	<b>Items</b>	<b>Factor loading</b>	<b>Eigen values</b>	<b>% of Variance (Cumulative %)</b>
<b>Product</b>	This product seems to be made of the real cow	<b>.811</b>	<b>6.990</b>	<b>46.603</b>

<sup>9</sup> Variables reported in table 4-5 include perceived product quality, perceived product value, and purchase intention.

<b>Quality</b>	leather.			<b>(46.603)</b>
	This product seems to be made in Korea.	<b>.804</b>		
	The workmanship of product is high.	<b>.783</b>		
	The likelihood that this product is dependable is high.	<b>.783</b>		
	This product seems to be durable.	<b>.765</b>		
	The likelihood that the product would be reliable is high.	<b>.748</b>		
	This product should be of good quality.	<b>.673</b>		
<b>Product Value</b>	The product is considered to be a good buy.	<b>.886</b>	<b>2.338</b>	<b>15.586 (62.189)</b>
	At the price shown the product is economical.	<b>.853</b>		
	This product appears to be a bargain.	<b>.798</b>		
	This product is a good value for the money.	<b>.663</b>		
	The price shown for the product is acceptable.	<b>.565</b>		
<b>Purchase Intention</b>	Will you purchase this product?	<b>.812</b>	<b>1.095</b>	<b>7.303 (69.492)</b>
	The likelihood of purchasing this product is high.	<b>.777</b>		
	At the price shown, I would consider buying the product.	<b>.739</b>		

Concerning the case of negotiable price, the factor loadings of all the six factors exceeded .65 considered practically significant. Specifically, the factor of perceived hedonic value explained 36.923 % of the variance with Eigen-value of 4.061; the factor of perceived special treatment benefit explained 17.383 % of the variance with Eigen-value of 1.912; the factor of trust in seller explained 15.016 % of the variance with Eigen-value of 1.652. (See Table 4-6)

<Table 4-6> Factor Analysis of Variables in the Case of Negotiable Price I <sup>10</sup>

Variable	Items	Factor loading	Eigen values	% of Variance (Cumulative %)
<b>Hedonic Value</b>	During this shopping, I felt the excitement of the hunt.	<b>.861</b>	<b>4.061</b>	<b>36.923 (36.923)</b>
	This shopping was truly a joy.	<b>.853</b>		
	The time spent on this shopping was truly enjoyable.	<b>.839</b>		
	While shopping this bag, I felt a sense of adventure.	<b>.732</b>		
<b>Special Benefit</b>	I get better prices than most customers.	<b>.934</b>	<b>1.912</b>	<b>17.383 (54.305)</b>
	I get more benefits than most customers.	<b>.922</b>		

<sup>10</sup> Variables reported in table 4-6 include perceived hedonic value, perceived special treatment benefit, and trust in seller.

	I get a better discount than most customers.	<b>.910</b>		
<b>Trust</b>	I am cautious with this seller.(reversed)	<b>.741</b>	<b>1.652</b>	<b>15.016 (69.321)</b>
	I trust this seller.	<b>.717</b>		
	Buying the product from this seller is risky.(reversed)	<b>.709</b>		
	I am willing to make purchase related decisions based on this seller's suggestions.	<b>.693</b>		

As indicated in Table 4-7, the factor of perceived product quality explained 48.287 % of the variance with Eigen-value of 7.243; the factor of perceived product value explained 15.605 % of the variance with Eigen-value of 2.341; the factor of perceived special treatment benefit explained 6.726 % of the variance with Eigen-value of 1.009. (See Table 4-7)

<Table 4-7> Factor Analysis of Variables in the Case of Negotiable Price II<sup>11</sup>

<b>Variable</b>	<b>Items</b>	<b>Factor loading</b>	<b>Eigen values</b>	<b>% of Variance (Cumulative %)</b>
<b>Product Quality</b>	The likelihood that this product is dependable is high.	<b>.822</b>	<b>7.243</b>	<b>48.287 (48.287)</b>

<sup>11</sup> Variables reported in table 4-5 include perceived product quality, perceived product value, and purchase intention.

	This product seems to be made of the real cow leather.	<b>.803</b>		
	This product seems to be durable.	<b>.797</b>		
	The workmanship of product is high.	<b>.784</b>		
	This product seems to be made in Korea.	<b>.783</b>		
	This product should be of good quality.	<b>.772</b>		
	The likelihood that the product would be reliable is high.	<b>.756</b>		
<b>Product Value</b>	At the price shown the product is economical.	<b>.862</b>	<b>2.341</b>	<b>15.605 (63.982)</b>
	The product is considered to be a good buy.	<b>.824</b>		
	This product appears to be a bargain.	<b>.761</b>		
	This product is a good value for the money.	<b>.740</b>		
	The price shown for the product is acceptable.	<b>.679</b>		
<b>Purchase Intention</b>	The likelihood of purchasing this product is high.	<b>.812</b>	<b>1.009</b>	<b>6.726 (70.618)</b>
	At the price shown, I would consider buying the product.	<b>.777</b>		
	Will you purchase this product?	<b>.739</b>		

## **2.2. Reliability**

Reliability checks were performed on the multi-item measures in order to ensure that they were suitable for use in hypothesis testing. Cronbach's alpha is considered as the reliability coefficient to be the most widely used measure to assess the consistency of the entire scale. The generally agreed upon lower limit for Cronbach's alpha is .70. Previous researches also recommended a reliability of .6 for the exploratory approach (Hair et al.2010).

In the present research, the reliabilities of all seven constructs (perceived price unfairness, perceived special treatment benefit, perceived hedonic value, trust in seller, perceived product quality, perceived product value, and purchase intention) were above .70 in two shopping situations of negotiable and non-negotiable price offer suggesting that the items have relatively acceptable internal consistency.

Specifically, in the case of non-negotiable price, three of them (perceived special treatment benefit, perceived product quality, and perceived product value) had a high level of reliability with Cronbach's alpha values at or above .85. In regard to the case of negotiable price, four of the variables (perceived special treatment benefit, perceived hedonic value, perceived product quality, and perceived product value) had a high level of reliability with Cronbach's alpha values at or above .85. Thus, all variables were

measured reliably for use in statistical analyses. (See Table 4-8)

**<Table 4-8> Reliabilities of Variables**

Variables	Number of Items	Cronbach's alpha	
		Non-negotiable Price	Negotiable Price
Special Treatment Benefit	3	<b>.962</b>	<b>.940</b>
Hedonic Value	4	<b>.809</b>	<b>.860</b>
Trust	4	<b>.739</b>	<b>.685</b>
Product Quality	7	<b>.895</b>	<b>.918</b>
Product Value	5	<b>.895</b>	<b>.898</b>
Purchase Intention	2	<b>.818</b>	<b>.803</b>

### 3. Hypothesis Testing

#### 3.1. Research Question 1

To answer the research question regarding the effects of perceived special treatment benefit, perceived hedonic value, and trust in seller occurring in two shopping situations of negotiable and non-negotiable price offer, a series of multiple regressions analysis were conducted with perceived product quality and perceived product value as dependent variables. The independent variables used for the analysis included perceived special treatment benefit, perceived hedonic value, and trust in seller.

*H1. Chinese consumers' perceived special treatment benefit (a), perceived hedonic value (b), and trust in seller (c) positively influence their perceived product quality.*

<Table 4-9>

**Results of Multiple Regression with Product Quality as Dependent Variable**

	<b>Independent Variable</b>	<b>Dependent Variable</b>	<b>R<sup>2</sup> (Adjusted R<sup>2</sup>)</b>	<b>F</b>	<b>B</b>	<b>β</b>	<b>t</b>
<b>Non-negotiable</b>	Special	Product	.163	17.058***	.026	.044	.738



hedonic value influence perceived product quality positively when bargaining was acceptable in transaction. As predicted in hypothesis 1b, the results indicated that perceived hedonic value affected perceived product quality positively before and after bargaining. Perceived special treatment benefit had positive effects on perceived product quality only when price was negotiable. Trust in seller had no significant effects on perceived product quality. Thus, hypothesis 1b was supported, 1a was partially supported but 1c was not supported.

*H2. Chinese consumers' perceived special treatment benefit (a), perceived hedonic value (b), and trust in seller (c) positively influence their perceived product value.*

<Table 4-10>

**Results of Multiple Regression with Product Value as Dependent Variable**

	<b>Independent Variable</b>	<b>Dependent Variable</b>	<b>R<sup>2</sup> (Adjusted R<sup>2</sup>)</b>	<b>F</b>	<b>B</b>	<b>β</b>	<b>t</b>
<b>Non-negotiable Price offer</b>	Special Treatment Benefit	Product Value	.355 (.348)	48.244***	.091	.142	2.742**
	Hedonic Value				.523	.544	10.615***
	Trust				.030	.022	.445

<b>Negotiable Price offer</b>	Special Treatment Benefit		.392 (.385)	56.425***	.142	.174	3.711***
	Hedonic Value				.510	.504	9.489***
	Trust				.148	.103	2.077*

\*p < .05. \*\*p < .01. \*\*\*p < .001

Table 4-9 showed that the independent variables explained 30.4 % of the total variance of perceived product value ( $R^2 = .355$ ,  $F = 48.244$ ,  $p < .001$ ) in the case of non-negotiable price offer and 33.5 % ( $R^2 = .392$ ,  $F = 56.425$ ,  $p < .001$ ) in the case of negotiable price offer. When price was non-negotiable, perceived special treatment benefit ( $\beta = .142$ ,  $p < .01$ ) and perceived hedonic value ( $\beta = .544$ ,  $p < .001$ ) had significant positive regression coefficients, suggesting that both perceived special treatment benefit and perceived hedonic value influence perceived product quality positively. When price was negotiable, special treatment benefit ( $\beta = .174$ ,  $p < .001$ ), hedonic value ( $\beta = .504$ ,  $p < .001$ ), and trust in seller ( $\beta = .103$ ,  $p < .05$ ) perceived after an ideal bargaining process showed positive effects on perceived product value. Precisely, the  $\beta$  values suggest that perceived hedonic value had the most significant impact on perceived product value. Notably, trust in seller had no significant effect on perceived product value when bargaining behavior was not acceptable during

transaction whereas a significantly positive impact was observed when price was negotiable. Thus, hypothesis 2a and 2b were supported while 2c was partially supported.

### 3.2. Research Question 2

To answer the research question regarding the effects of perceived product quality and perceived product value occurring in two shopping situations of negotiable and non-negotiable price offer, a series of multiple regressions analysis were conducted with purchase intention as dependent variable. The independent variables used for the analysis included perceived product quality and perceived product value.

*H3. Chinese consumers' perceived product quality (a) and perceived product value (b) positively influence their purchase intention.*

<Table 4-11>

**Results of Multiple Regression with Purchase Intention as Dependent Variable**

	<b>Independent Variable</b>	<b>Dependent Variable</b>	<b>R<sup>2</sup> (Adjusted R<sup>2</sup>)</b>	<b>F</b>	<b>B</b>	<b>β</b>	<b>t</b>
Non-negotiable	Product	Purchase	.414	93.207***	.167	.143	2.625**

price offer	Quality	Intention	(.409)							
	Product Value									
Negotiable price offer	Product Quality		.423 (.419)	96.836***						
	Product Value									
	Product Quality									

\*\*p < .01. \*\*\*p < .001

Table 4-10 indicated that perceived product quality and perceived product value explained 41.4 % of the total variance of purchase intention ( $R^2 = .414$ ,  $F = 93.207$ ,  $p < .001$ ) when the price offer was non-negotiable and 42.3 % ( $R^2 = .423$ ,  $F = 96.836$ ,  $p < .001$ ) when the price offer was negotiable. As predicted in hypothesis 3, perceived product quality ( $\beta = .143$ ,  $p < .01$  for non-negotiable price offer;  $\beta = .142$ ,  $p < .01$  for negotiable price offer) and perceived product value ( $\beta = .559$ ,  $p < .001$  for non-negotiable price offer;  $\beta = .566$ ,  $p < .001$  for negotiable price offer) positively influence purchase intention. Precisely, the  $\beta$  values suggest that perceived product value is markedly more important than perceived product quality considering its impact on purchase intention. Thus, hypothesis 3 was supported.

### 3.3. Research Question 3

A series of paired t-test were conducted to observe the difference in consumer's responses on perceived price unfairness, perceived special treatment benefit, perceived hedonic value, trust in seller, perceived product quality, perceived product value, and purchase intention in two shopping situations of negotiable and non-negotiable price offer.

*H4. Chinese consumers' perceived price unfairness (a), perceived special treatment benefit (b), perceived hedonic value (c), perceived product value (d), and purchase intention (e) are higher and trust in seller (f) and perceived product quality (g) are lower when price is negotiable compared to the non-negotiable price offer.*

<Table 4-12> Results of Paired T-Test for Research Variables

Variable	Paired Difference	Standard	t
	Mean	Deviation	
Price Unfairness A-B	.10487	.93000	1.843
Special Treatment Benefit A-B	.60799	1.12441	8.835***
Hedonic Value A-B	.32491	.80237	6.617***
Trust A-B	-.08614	.53809	-2.616**

<b>Product Quality A-B</b>	-.12270	.65114	-3.079**
<b>Product Value A-B</b>	.22790	.74861	4.975***
<b>Purchase Intention A-B</b>	.38764	.82303	7.696***

B: Responses for shopping situation of non-negotiable price offer

A: Responses for shopping situation of negotiable price offer

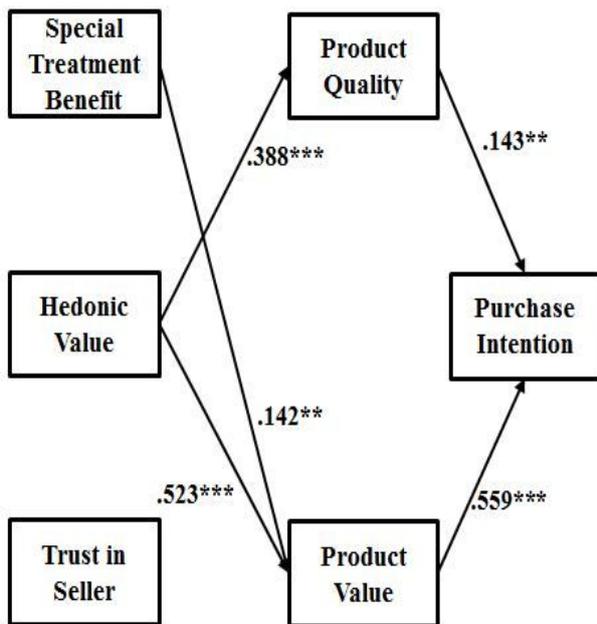
\*\*p < .01. \*\*\*p < .001

The results of paired t-test indicated that six research variables varied significantly when the price offer was negotiable compared with the ones measured in the case of non-negotiable price. Specifically, in the case of negotiable price offer, consumers tended to perceive lower product quality ( $t = -3.079$ ,  $p < .01$ ) and trust the seller less ( $t = -2.616$ ,  $p < .01$ ), whereas higher special treatment benefit perception ( $t = 8.835$ ,  $p < .001$ ), hedonic value perception ( $t = 6.617$ ,  $p < .001$ ), product value perception ( $t = 4.975$ ,  $p < .001$ ), and purchase intention ( $t = 7.696$ ,  $p < .001$ ) were observed. Surprisingly, consumers' perception of price unfairness did not differ whether the price offer was negotiable or not ( $p > .05$ ). Thus, hypothesis 4b, 4c, 4d, 4e, 4f, and 4g were supported but 4a was not supported. (See Table 4-11)

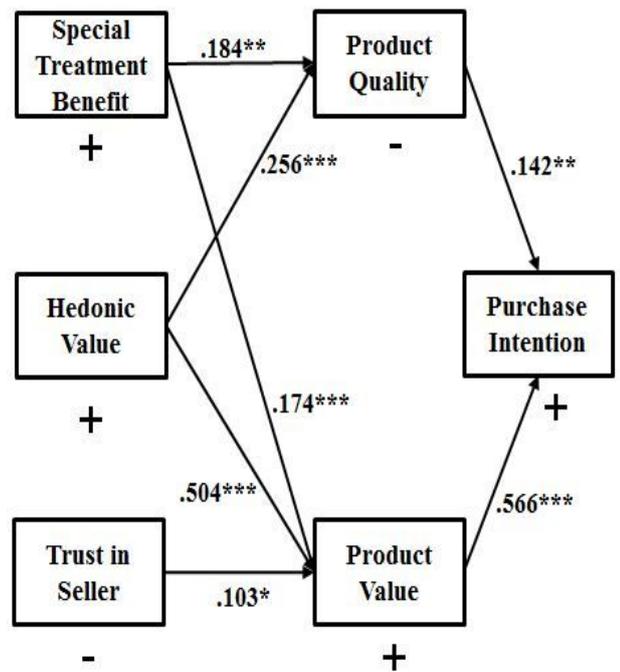
The proposed model was not fully supported by the results of the regression analyses, thus a modified model and results of paired t-test were presented in Figure 4-1.

<Figure 4-1> Modified Research Model

PRICE NON-NEGOTIABLE



PRICE NEGOTIABLE



## **Chapter 5 Discussion and Implication**

The purpose of this chapter is to summarize the research that was discussed in Chapter 1 through Chapter 4 and report implications from the research findings. The purpose of the current research was to identify the function of bargaining behavior to Chinese consumers' purchase decision by examining 1) the impact of perceived special treatment benefit, perceived hedonic value, and trust in seller on perceived product quality and perceived product value, and their consequent effects on purchase intention as well in the cases of negotiable price offer and non-negotiable price offer; 2) the variance of the research variables (including perceived price unfairness) in two shopping situations where the price offer is negotiable for one case and non-negotiable for another. The results of this research clearly indicate that bargaining behavior plays a critical role in Chinese consumers' purchase process. Specifically, empirical findings of the present research are summarized in the following section. Managerial implications of the present study are then discussed. Finally, discussion of the study limitations and recommendations for future studies conclude this chapter.

## 1. Summary of Results

First of all, the results supported the findings in previous researches regarding to Chinese consumers' bargaining intention. Chinese consumers showed high intention towards price negotiation during the transaction.

Considering the first research question, a series of positive relationships among variables (perceived special treatment benefit, perceived hedonic value, trust in seller, perceived product quality, perceived product value, and purchase intention) were found through multiple regression tests. The results of multiple regression tests indicated that consumers perceived special treatment benefit had no significant impact on perceived product quality but significantly positive impact on perceived product value when the price offer was not negotiable. While in the case of negotiable price offer, consumers' perceived special treatment benefit positively influenced not only perceived product value but also perceived product quality. This finding suggests that the impact of perceived special treatment benefit becomes stronger when bargaining behavior is acceptable in the transaction. Also, consumers' perceived hedonic value had positive effects on perceived product value whether bargaining behavior was acceptable or not in the transaction, suggesting that the more they enjoyed with shopping experience, the more product value they would perceive. The results also showed that consumers' perceived hedonic value influenced their perceived product quality and perceived

product value suggesting that consumers tended to perceived higher product quality and value when they enjoyed their shopping experience more. Surprisingly, no significant impact of consumers' trust in seller was found when price offer was not negotiable. However, significantly positive effect of consumers' trust in seller on perceived product value but perceived product quality was observed when price offer was negotiable. Namely, when the price was negotiable, the consumers who trusted in the seller more, perceived higher product value.

Regarding to the second research question, the impact of perceived product value on purchase intention was proved consistently with previous researches, that is, consumers who perceived higher product value showed higher purchase intention. Also, perceived product quality had significantly positive impact on purchase intention whether bargaining behavior was acceptable or not in the transaction.

Notably, a marked difference of the regression relationship among the research variables between the case of non-negotiable price offer and the case of negotiable price was the change of impact of perceived special treatment benefit and trust in seller. Perceived special treatment benefit became to affect perceived product quality positively when the price offer was negotiable while no significant impact was observed in the case of non-negotiable price offer. Also, the result of the impact of consumers' trust in seller when bargaining behavior was acceptable in the transaction was observed differently from the case of non-negotiable price offer, that is, a

significantly positive impact towards perceived product value. These variances were observed presumably due to the negotiation of price offer.

The results of paired t-test relevant to the third research question indicated that six research variables varied significantly when the price offer was negotiable compared with the ones measured in the case of non-negotiable price. Specifically, in the case of negotiable price, consumers tended to trust the seller less and perceive the product as low quality. On the other hand, consumers perceived higher special treatment benefit, hedonic value, product value, and purchase intention after the price negotiation. However, no significant variance of consumers' perception of price unfairness was found.

## **2. Discussion**

The overall findings of the present research revealed that bargaining behavior was generally accepted by consumers in China and price negotiation showed an important impact on their purchase decision as purchase intention increased significantly to a relatively high level.

Perceived price unfairness induced during the price negotiation was considered as a key factor to such impact. However, the results indicated that Chinese consumers' perception of price unfairness did not differ significantly whether the price offer was negotiable or not. Considering the result of paired t-test, Chinese consumers seem to believe that they can get better prices or more discounts than other customers through bargaining with sellers. Namely, Chinese consumers consider price negotiation as a smart way to gain monetary benefit for themselves. Such kind of gain is considered as positive price unfairness by pioneer researchers (Feinberg, Krishna, and Zhang, 2002; Xia, Monroe and Cox, 2004). Special treatment benefit is the indication of positive price unfairness in the current research. One possible explanation to the non-significant variance of perceived price unfairness is Chinese consumers perceive more negative price unfairness before bargaining and more positive price unfairness after price negotiation, thereby balancing the outcomes. More precisely, the high frequency of Chinese consumers' bargaining behavior shows price negotiation is a common sense in

purchase activity, which to some extent indicates that they acknowledge other consumers do bargain as themselves. Therefore, due to the distrust in the out-group interpersonal relationship with the seller, it may be generally accepted by Chinese consumers that they will lose money when they do not negotiate the price offered initially by the seller as other buyers' demanding of bargaining may be accepted. However, as long as they engage in bargaining, the self-confidence in their ability and skill of bargaining or excitement driven by the vested interest contributes to the contradictory perception. Such monetary gain satisfies Chinese consumers' ego-expressive goals (Folkes, Kiesler, 1991; Schindler, 1998) due to the positive price unfairness.

Chinese consumers also tended to trust the seller less when the price offer was negotiable. Such distrust may attribute to the uncertainty (Hanser, 2010) due to price change during the negotiation. Also, Chinese traditional culture contributes to a trust crisis in China's modern society. From the ancient fairy tale of Yugong removing the mountains (愚公移山) to the Confucianism which has dominated Chinese culture for 2000 years, Chinese people tend to have more faith in subjective initiative rather than objective nature. Accordingly, unlike western society dominated by rule of law, Chinese people's social life including transaction is based on interpersonal relationship. Therefore, as indicated in previous researches, sellers suffer from trust crisis of consumers due to their out-group interpersonal relationship (Fukuyama, 1995).

Naturally, trust in seller decreases especially when impacted by the uncertainty of price.

Chinese consumers perceived product with a lower quality after price negotiation while their perceptions of product value tends to increase. Compared with perceived product quality, perceived product value shows a stronger impact towards purchase intention, suggesting that quality is not that important as value to Chinese consumers in purchase decision.

Interestingly, not only variance of research variables themselves but also changes in the relationship among them were observed when price offer was negotiable. Special treatment benefit enhanced through price negotiation showed a positive effect not only on the perception of product value but also the perception of product quality. Namely, monetary benefit may change consumers' judgments of perceived product quality, suggesting the more discounts they get through bargaining, the higher quality they perceive about the product. Namely, the decrease of price induces more discounts, thereby enhancing consumers' perception of product quality. As interpreted in Zeithaml (1988) model of product quality, price, and product value, higher product value is perceived as a result of the ratio between quality and price. This outcome was also proved by the results paired t-test in the current research, that is, consumers perceived higher product value when the price offer was negotiable. In terms of perceived

product quality, a decrease was observed after bargaining. Other unknown variables are considered to contribute to such outcome.

Another notable change was observed in the relationship between consumers' trust in seller and perceived product value. When the price offer is negotiable, consumers' trust in seller affects product value positively. Although trust in seller shows no significant effect on purchase intention, the impact on perceived product value which is one of the independent variables to purchase intention is a matter of concern as there is a decrease of trust in seller after price negotiation.

Based on all the arguments offered above, Chinese consumers prefer bargaining before they make purchase decision as they believe price negotiation earns monetary benefit for them. Such benefit is crucial not only because of the financial gain but also the hedonic value induced consequently. Price negotiation makes Chinese consumer enjoy more their shopping experience, thereby enhancing the value of product. Consumers in relatively less developed nation like China may forgo time but not product quality in exchange for financial gain especially in small or medium-sized transaction as monetary benefit contribute to enhance consumers' perception of product quality. However, Chinese consumers are likely insensitive to price unfairness before and after bargaining. Also, the bargaining behavior does not contribute to building trust between consumers and the seller. It indicates that Chinese consumers concern little about the establishment of an orderly and fair shopping environment.

### **3. Managerial Implications**

As Rome is not built in one day, there is a long way to go to elevate the public awareness of price fairness for a long-term healthy and fair shopping environment in China. The unique character of Chinese consumers drives more consideration of the pricing strategy to retailers. As China's economy keeps developing at a relatively high rate, it is predictable that price negotiation will be eliminated from retail norm gradually. However, retailers are now recommended to make a compromise by adopting some special pricing strategies and offering consumer services to achieve win-win.

One noteworthy finding of this research is perceived special treatment benefit and trust in seller positively influence consumers' judgments in perceived product quality when price is negotiable. Therefore, the marketing strategy contributing to offering consumers special treatment benefit meanwhile building trust in seller is proposed. For example, the seller may offer a value of 50\$ coupons which are accepted in the current transaction for the customers whose purchase amount has reached to 400 \$. Also, a certain degree of discount or special gift can be offered on customers' birthday. Such open and transparent discounting strategy may satisfy consumers' needs of special treatment benefit while uncertainty has been lowered as price can not be discounted randomly thereby enhancing consumers' trust in seller. Above all, sellers

are suggested to be well trained so that they are professional enough to help consumers make a better and informed choice by giving them more product information and thereby enhancing their trust in the seller.

## **4. Limitations and Recommendations for Future Research**

### **4.1. Limitations of Research**

There are some limitations in this research.

- 1) Due to time and financial constraints of the researcher, the data was collected with a relatively small size of sample ( $n = 267$ ) considering a huge size of China's population. However, the sample is appropriate for this research because it reflects many of the demographic characteristics of Chinese consumers and covers the main areas of China including the representative commercially-developed areas.
- 2) This research aims to provide a general understanding of the function of bargaining behavior. Bargaining behavior may differ on economic and commercial development level. Also, consumers' responses of price negotiation may vary from the range of discount. A specific analysis of such classification requires to be conducted.
- 3) An online mock shopping process in this research was designed to measure Chinese consumers' responses towards the research variables in two cases of negotiable price offer and non-negotiable price offer. However, bargain is an

interaction between buyers and sellers. Either the approach or the consequence can be predicted precisely.

Therefore, the reality of the participants' responses might be to some extent limited.

- 4) Price unfairness was considered to be the original casual factor to the whole research model. The impact of positive price unfairness was deductively analyzed. A more empirical analysis of the function of both positive price unfairness and negative price unfairness requires investigation to clarify the bargaining behavior's function more precisely.
  
- 5) Consumers' trust in seller showed no significant impact in the research model when price offer is not negotiable. This is inconsistent with the findings in previous researches or prediction of research hypotheses in the present research. The reasons require investigation.

## **4.2. Recommendation for Future Research**

This research contributes to provide a general understanding of the function of bargaining behavior on Chinese consumers' purchase decision. The impact of price

negotiation on purchase decision is concretized into the impact of price unfairness on purchase intention.

In order to generalize the impact of bargaining behavior on consumers' purchase decision, further investigation is needed with a larger sample of the general populations and other product categories. Generally, females are more likely to negotiate price and obtain hedonic benefits from shopping. Thus, in the future studies, gender may be a covariate that affects the function of bargaining behavior on purchase decision.

In regard to the reality of the responses, the present research has a limitation due to the conduction of an online mock shopping process including price negotiation. Future researches are suggested to collect the data in an off-line shopping environment and qualitative research method is needed for a more precise and direct investigation of consumers' responses on price negotiation.

In addition, how to build a healthy and fair shopping environment by pricing strategy has not been discussed in the present research. Further investigation is required to contribute in answering such retail question for long-term benefit of the market development.

## **Appendix I : English Questionnaire**

---

Dear Colleague:

Hello! My name is Xiao Yuan Zhou, a master candidate of Clothing & Textiles at Seoul National University in South Korea working on my thesis.

This survey will help researchers and fashion businesses to understand the effect of bargaining on Chinese consumers' purchase behavior and improve fairness of transaction by advanced pricing strategies in the future.

Your responses to this survey will be strictly kept confidential. Your privacy will be protected because your name or any other personal identifying information will never be placed on the questionnaire. All data will be aggregated, so no data will be analyzed separately. Your participation is entirely voluntary. However, hope you will share your ideas. Your help in completing this survey is most appreciated! But if you choose not to participate, simply you can quit by clicking 'stop' on the web. You have the right to withdraw from the survey at any time without penalty. Questions regarding your right as a participant in this survey can be answered by calling at 001-82-2-880-5153, SNU IRB in South Korea.

If you have any questions regarding the research itself, please contact me at 001-82-10-3030-0291 or e-mail me at [jennychow2012@gmail.com](mailto:jennychow2012@gmail.com).

Thank you for sharing your time and valuable contribution!

Having no objection towards the above, now the survey begins.

---



Sincerely,

Xiao Yuan Zhou

Master candidate

Clothing & Textile, Fashion Merchandising Lab.

#222-305 Seoul National University, Shillim-Dong

Seoul, South Korea 151-742

**This is a mock shopping process. There are four stages in this shopping process.**

**Stage I:**

It's a sunny shopping day. You are walking on the high-street in the downtown of your city, a must-go place for shopping, and then walk into a boutique on this street, which is quite popular with the fashion followers. The boutique provides various kinds of fashion items which are usually not "big brands" but with unique design.

A seller notices that you are observing bags category. So she comes to you and recommends several popular lady bags to you (see more details in the following form). She brings the bag down from shelf for the details while offering you some product information.

Now please choose a bag which might be of interest for you to purchase among the following 9 options and press the button of the bag you choose.

Button	No.	Front	Back	Detail	Information
○	1				Width: 19cm Height: 14cm Breadth: 12cm Material: cow leather Made in Korea
○	2				Width: 38cm Height: 23cm Breadth: 13cm Material: cow leather Made in Korea
○	3				Width: 28.5cm Height: 21cm Breadth: 13cm Material: cow leather Made in Korea

○	4			<p>Width: 39cm Height: 30cm Breadth: 16cm Material: cow leather Made in Korea</p>
○	5			<p>Width: 32cm Height: 24.5cm Breadth: 11cm Material: cow leather Made in Korea</p>
○	6			<p>Width: 34cm Height: 28cm Breadth: 12cm Strap:97~104cm Material: cow leather</p>
○	7			<p>Width: 36cm Height: 24.5cm Breadth: 12cm Strap:91~106cm Material: cow leather</p>

○	8				<p>Width: 38cm  Height: 24cm  Breadth: 12cm  Material:  cow leather</p>
○	9				<p>Width: 28cm  Height: 24cm  Breadth: 13.5cm  Strap:97~104cm  Material:  cow leather</p>

**Q-1.** This section is concerned with your reference price of the product. Please answer the following question.

What do you think the price of this handbag is? (The default currency unit is CNY, please fill the blank with number only)

( P ) ¥.

Then she directs you to the front of a mirror and helps to you with the fitting. At the same time, the seller quotes the initial price P ¥ (as the reference price given by customer in Q-1) of the bag.

**Q-2.** Do you want to bargain at this price (P)?

1) Yes →Q-3

2) No →Q-4

**Q-3.** Seller: Sorry. We have only one price.

**Q-4.** Will you purchase this product?

① strongly negative   ② negative   ③ neutral   ④ positive   ⑤ strongly positive

1) ③ ④ ⑤ →Q-5

2) ① ②→Q-6

**Q-6.** This is the end of this shopping.

Seller: Thank you for your purchase. Hope to see you again. Have a good day.

(Please go on finishing the rest parts of this survey.)

**Q-7.** You didn't purchase anything. This is the end of this shopping.

Seller: Thank you for coming. Have a good day.

(Please go on finishing the rest parts of this survey.)

**I-1. This section is concerned with your perceptions of price fairness during this shopping. Please rate your agreement with each of the following on a scale.**

Number	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	Do you think the tagged price is fair?	①	②	③	④	⑤
	Do you think the price you are charged for the product is fair?	①	②	③	④	⑤

**I-2. This section is concerned with your perceptions of special benefit during this shopping. Please rate your agreement with each of the following on a scale.**

Number	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I-2-1	I get a better discount than most customers.	①	②	③	④	⑤
I-2-2	I get better prices than most customers.	①	②	③	④	⑤
I-2-3	I get more benefits than most customers.	①	②	③	④	⑤

**I-3. This section is concerned with your perceptions of trust in this seller during this shopping. Please rate your agreement with each of the following on a scale.**

Number	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I-3-1	Buying the product from this seller is risky.	①	②	③	④	⑤
I-3-2	I am willing to make purchase related decisions based on this seller's suggestions.	①	②	③	④	⑤
I-3-3	I am cautious with this seller.	①	②	③	④	⑤
I-3-4	I trust this seller.	①	②	③	④	⑤

**I-4. This section is concerned with your perceptions of product quality during this shopping. Please rate your agreement with each of the following on a scale.**

Number	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I-4-1	This product seems to be made of the real cow leather.	①	②	③	④	⑤
I-4-2	The workmanship of product is high.	①	②	③	④	⑤
I-4-3	This product seems to be made in Korea.	①	②	③	④	⑤
I-4-4	The likelihood that this product is dependable is high.	①	②	③	④	⑤
I-4-5	This product seems to be durable.	①	②	③	④	⑤
I-4-6	This product should be of good quality.	①	②	③	④	⑤
I-4-7	The likelihood that the product would be reliable is high.	①	②	③	④	⑤

**I-5. This section is concerned with your perceptions of product value during this shopping. Please rate your agreement with each of the following on a scale.**

Number	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I-5-1	This product is a good value for the money.	①	②	③	④	⑤
I-5-2	At the price shown the product is economical.	①	②	③	④	⑤
I-5-3	The product is considered to be a good buy.	①	②	③	④	⑤
I-5-4	The price shown for the product is acceptable.	①	②	③	④	⑤

<b>I-5-5</b>	This product appears to be a bargain.	①	②	③	④	⑤
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**I-6. This section is concerned with your purchase intention during this shopping.**

**Please rate your agreement with each of the following on a scale.**

<b>Number</b>	<b>Items</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
<b>I-6-1</b>	The likelihood of purchasing this product is high.	①	②	③	④	⑤
<b>I-6-2</b>	At the price shown, I would consider buying the product.	①	②	③	④	⑤

**I-7. This section is concerned with your overall perceptions of excitement and**

**involvement during this shopping. Please rate your agreement with each of the**

**following on a scale.**

<b>Number</b>	<b>Items</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
<b>I-7-1</b>	This shopping was truly a joy.	①	②	③	④	⑤
<b>I-7-2</b>	The time spent on this shopping was truly enjoyable.	①	②	③	④	⑤
<b>I-7-3</b>	During this shopping, I felt the excitement of the hunt.	①	②	③	④	⑤
<b>I-7-4</b>	While shopping this bag, I felt a sense of adventure.	①	②	③	④	⑤

**Stage II:**

Assume you have a whole new trip to buy a bag for you. You visit a shop. This time, the seller says the price is negotiable.

The bag you chose is No. \_\_\_\_\_ + image, the tagged price is P ¥.

**Q-7.** Do you want to bargain at this price (P)?

1) Yes → II-1

2) No → Q-9

**II-1.** Seller: How about  $P_1$  (90% of P)? This price is really good for a handbag with such a unique design. I have to admit that you have a good taste about fashion.

You: ① accept → turn to Q-9

② reject → turn to next question

**II-2.** Seller: How about  $P_2$  (80% of P)? As you can tell, the material is really good; it's made of first-class cow skin. I think I need to mention this one more time: it is handmade!

You: ① accept → turn to Q-9

② reject → turn to next question

**II-3.** Seller: How about  $P_3$  (70% of P)?

You: ① accept → turn to Q-9

② reject → Seller: This is our bottom line. No more discount!

**Q-9.** Will you purchase this product?

① strongly negative ② negative ③ neutral ④ positive ⑤ strongly positive

1) ③ ④ ⑤ → Q-10

2) ① ② → Q-11

**Q-10.** This is the end of this shopping.

Seller: Thank you for your purchase. Hope to see you again. Have a good day.

(Please go on finishing the rest parts of this survey.)

**Q-11.** You didn't purchase anything. This is the end of this shopping.

Seller: Thank you for coming. Have a good day.

(Please go on finishing the rest parts of this survey.)

**Stage III:**

This stage is concerned with your feeling about the shopping experience after bargaining. The questionnaires from stage II are remained in this stage. Please recall your bargaining experience in the previous stage and answer the following questions.

Thank you for your cooperation again.

**III-1. This section is concerned with your perceptions of price fairness during this shopping. Please rate your agreement with each of the following on a scale.**

Number	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
III-1-1	Do you think the tagged price is fair?	①	②	③	④	⑤
III-1-2	Do you think the price you are charged for the product is fair?	①	②	③	④	⑤

**III-2. This section is concerned with your perceptions of special benefit during this shopping. Please rate your agreement with each of the following on a scale.**

Number	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
III-2-1	I get a better discount than most customers.	①	②	③	④	⑤
III-2-2	I get better prices than most customers.	①	②	③	④	⑤
III-2-3	I get more benefits than most customers.	①	②	③	④	⑤

**III-3. This section is concerned with your perceptions of trust in this seller during this shopping. Please rate your agreement with each of the following on a scale.**

Number	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
III-3-1	Buying the product from this seller is risky.	①	②	③	④	⑤
III-3-2	I am willing to make purchase related decisions based on this seller's suggestions.	①	②	③	④	⑤
III-3-3	I am cautious with this seller.	①	②	③	④	⑤
III-3-4	I trust this seller.	①	②	③	④	⑤

**III-4. This section is concerned with your perceptions of product quality during this shopping. Please rate your agreement with each of the following on a scale.**

Number	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
III-4-1	This product seems to be made of the real cow leather.	①	②	③	④	⑤
III-4-2	The workmanship of product is high.	①	②	③	④	⑤
III-4-3	This product seems to be made in Korea.	①	②	③	④	⑤
III-4-4	The likelihood that this product is dependable is high.	①	②	③	④	⑤
III-4-5	This product seems to be durable.	①	②	③	④	⑤
III-4-6	This product should be of good quality.	①	②	③	④	⑤
III-4-7	The likelihood that the product would be reliable is high.	①	②	③	④	⑤

**III-5. This section is concerned with your perceptions of product value during this shopping. Please rate your agreement with each of the following on a scale.**

Number	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	This product is a good value for the money.	①	②	③	④	⑤
	At the price shown the product is economical.	①	②	③	④	⑤
	The product is considered to be a good buy.	①	②	③	④	⑤
	The price shown for the product is acceptable.	①	②	③	④	⑤
	This product appears to be a bargain.	①	②	③	④	⑤

**III-6. This section is concerned with your purchase intention during this shopping.**

**Please rate your agreement with each of the following on a scale.**

Number	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<b>III-6-1</b>	The likelihood of purchasing this product is high.	①	②	③	④	⑤
<b>III-6-2</b>	At the price shown last, I would consider buying the product.	①	②	③	④	⑤

**III-7. This section is concerned with your overall perceptions of excitement and involvement during this shopping. Please rate your agreement with each of the following on a scale.**

<b>Number</b>	<b>Items</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
<b>III-7-1</b>	This shopping was truly a joy.	①	②	③	④	⑤
<b>III-7-2</b>	The time spent on this shopping was truly enjoyable.	①	②	③	④	⑤
<b>III-7-3</b>	During this shopping, I felt the excitement of the hunt.	①	②	③	④	⑤
<b>III-7-4</b>	While shopping this bag, I felt a sense of adventure.	①	②	③	④	⑤

**Stage IV.**

Following questions are for statistical purpose. Please check the appropriate number for each statement.

**IV-1. Age:** (     )

**IV-2. Gender:** (     )

- ① Male    ② Female

**IV-3. Marital status:** (     )

- ① Married    ② Single    ③ Other

**IV-4. Highest level of education:** (     )

- ① High school or equivalent  
② Undergraduate or Bachelor's degree  
③ Graduate or Master's degree  
④ Doctor's degree and above  
⑤ Other

**IV-5. Occupation:** (     )

- ① Housewife
- ② Student
- ③ Company employee
- ④ Others

**IV-6.** Monthly individual income in CNY (including all of salary, interest, and other income):

- ① 2000 ¥ and under
- ② 2000~4000 ¥
- ③ 4000~6000 ¥
- ④ 6000~80000 ¥
- ⑤ 8000~10000 ¥
- ⑥ 10000 ¥ and above

**IV-7.** Place of residence (province, city): (            )

**IV-8.** How often do you usually bargain when you are shopping?

- ① never
- ② occasionally

③ neutral

④ frequently

④ all the time

**This is the end of the survey. Thank you very much for your cooperation.**

## **Appendix II : Chinese Questionnaire**

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您好！

首先，由衷地感谢您能在百忙之中参加本次问卷调查。

本人是韩国首尔大学的研究生。此次调查主要目的在于针对“讲价对于中国消费者购买行为的影响”进行调研，收集数据。

所有选项均无标准答案，请依据个人实际想法及情况认真作答。本次问卷调查选用不记名方式处理，所收集的数据仅供学术研究参考，绝不用于其他目的，并保证对答卷人资料进行保密处理，请安心据实作答。在问卷调查进行中，您可以随时中止或者退出此次调查，您无需对此承担任何责任。如果您对于此次问卷调查中所涉及的自身权益问题有任何疑问，您可以拨打 001-82-2-880-5153，韩国首尔大学 IRB 部门，进行咨询。

如果您对本次研究本身有任何疑问，您可以通过电话（001-82-10-3030-0291）或邮件（jennychow2012@gmail.com）的方式联系本人。

您的宝贵意见将成为我们极有价值的学术参考，再次向您致上最诚挚的谢意！

敬祝

身体健康！万事如意！

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首尔大学生活科学学院服装学院  
商品企划研究室  
指导教授：李유리  
研究生：周晓媛  
2013年7月

此次调查模拟了一次购物过程，由四个环节组成。整个过程大约十五分钟，感谢您的参与和配合。

**阶段一：**

这是一个适合购物的好天气。您像往常一样在市中心的繁华商业街逛街。这儿是众所周知的购物中心，店铺林立，热闹非凡，街上不乏装扮讲究时尚的潮流达人。您走进一家时尚精品店，这家店因其独特的品味一直深受时尚达人的欢迎。店里出售的商品一般不是什么大牌产品，但设计大都新颖时尚。货柜上琳琅满目，您走到女士背包区，打算挑选一款包。这时，一名店员很热情地过来为您导购。“您真有眼光。您现在看到的这些包都是我们今年的新款，用的是上好的牛皮，韩国产的。”（您将在下面的表格中看到这些女士背包的具体信息）

现在请您从上面展示给您的 9 款包中挑选一款您喜欢且想要购买的。请您点击相应表格左边的小圆点完成选择。

	编号	正面	背面	细节	信息
<input type="radio"/>	1				长: 19cm 高: 14cm 侧宽: 12cm 材质: 牛皮 产地: 韩国
<input type="radio"/>	2				长: 38cm 高: 23cm 侧宽: 13cm 材质: 牛皮 韩国制造
<input type="radio"/>	3				长: 28.5cm 高: 21cm 侧宽: 13cm 材质: 牛皮 产地: 韩国

○	4				长: 39cm 高: 30cm 侧宽: 16cm 材质: 牛皮 产地: 韩国
○	5				长: 32cm 高: 24.5cm 侧宽: 11cm 材质: 牛皮 产地: 韩国
○	6				长: 34cm 高: 28cm 侧宽: 12cm 背带: 97~104cm 材质: 牛皮 产地: 韩国
○	7				长: 36cm 高: 24.5cm 侧宽: 12cm 背带: 91~106cm 材质: 牛皮 产地: 韩国
○	8				长: 38cm 高: 24cm 侧宽: 12cm 材质: 牛皮 产地: 韩国

○	9				长: 28cm 高: 24cm 侧宽: 13.5cm 背带: 97~104cm 材质: 牛皮 产地: 韩国
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表 1: 时尚女包商品信息

Q-1. 请您回答下面有关参考价的问题。

您认为这款包的定价是?

( P ) 元.

接下来那名店员把您引到镜子前, 帮助您试背。您打量着镜子里的自己, 觉得看上去很不错, 于是询问店员价格, 她告诉您, 这款包的定价是 P (即被试者在 Q-1 中提供的参考价格) 元。

Q-2. 您觉得您会就该价格讲价么?

1) 会→Q-3

2) 不会→Q-4

Q-3. 卖家: 抱歉。我们这里不讲价。

Q-4. 您会购买该产品么?

①绝对不会买 ②应该不会买 ③ 一般 ④可能会买 ⑤ 肯定会买

1) ③ ④ ⑤ →Q-5

2) ① ②→Q-6

Q-5. 本次购物结束。

卖家: 非常感谢, 您慢走。欢迎再次惠顾。

(请您继续下面的问卷调查。)

Q-6. 您没有购买任何商品。本次购物结束。

卖家: 谢谢光临, 您慢走。

(请您继续下面的问卷调查。)

I-1. 以下内容是关于您在本次购物过程中的价格公平性的描述。请选择与您感受最接近的程度选项。

题号	内容	非常不公平	不公平	一般	公平	非常公平
I-1-1	您觉得该产品的标价公平么？	①	②	③	④	⑤
I-1-2	您认为您为该产品支付的金额公平么？	①	②	③	④	⑤

I-2. 以下内容是关于您在本次购物过程中的感受到的价格优惠度的描述。请选择与您感受最接近的程度选项。

题号	内容	非常不同意	不同意	一般	同意	非常同意
I-2-1	卖家给我的折扣比大部分顾客都高。	①	②	③	④	⑤
I-2-2	我得到的价格比大多数顾客都优惠。	①	②	③	④	⑤
I-2-3	我赚的便宜比大多数顾客都多。	①	②	③	④	⑤

I-3. 以下内容是关于您在本次购物过程中对卖家信任度的描述。请选择与您感受最贴切的选项。

题号	内容	非常不同意	不同意	一般	同意	非常同意
I-3-1	从这位卖家手里买东西是冒险的事情。	①	②	③	④	⑤
I-3-2	我决定是否购买时，愿意参照这位卖家所给的意见。	①	②	③	④	⑤
I-3-3	我对这位卖家保有戒心。	①	②	③	④	⑤
I-3-4	我相信这位卖家。	①	②	③	④	⑤

I-4. 以下内容是关于您在本次购物过程中对商品质量的认识的描述。请选择与您感受最贴切的选项。

题号	内容	非常不同意	不同意	一般	同意	非常同意
I-4-1	我觉得该商品应该是纯牛皮做的。	①	②	③	④	⑤

I-4-2	我觉得该商品的工艺良好。	①	②	③	④	⑤
I-4-3	我觉得该商品应该是韩国产的。	①	②	③	④	⑤
I-4-4	我觉得该商品很可靠。	①	②	③	④	⑤
I-4-5	我觉得该商品貌似挺持久难用的。	①	②	③	④	⑤
I-4-6	我觉得该商品的质量应该不错。	①	②	③	④	⑤
I-4-7	我觉得该商品值得信赖。	①	②	③	④	⑤

I-5. 以下内容是关于您在本次购物过程中对商品价值的认识的描述。请选择与您感受最贴切的选项。

题号	内容	非常不同意	不同意	一般	同意	非常同意
I-5-1	我觉得该商品物有所值。	①	②	③	④	⑤
I-5-2	我觉得该商品的标价是经济实惠的。	①	②	③	④	⑤
I-5-3	我觉得该商品算得上物美价廉。	①	②	③	④	⑤
I-5-4	我觉得该商品的标价是可以接受的。	①	②	③	④	⑤
I-5-5	我觉得该商品看上去很划算。	①	②	③	④	⑤

I-6. 以下内容是关于您在本次购物过程中对该商品的购买意向的描述。请选择与您感受最贴切的选项。

题号	内容	非常不同意	不同意	一般	同意	非常同意
I-6-1	我购买该商品的可能性很高。	①	②	③	④	⑤
I-6-2	根据所标价格,我会考虑买该商品.	①	②	③	④	⑤

I-7. 以下内容是关于您在本次购物过程中所感受到的愉悦程度的描述。请选择与您感受最贴切的选项。

题号	内容	非常不同意	不同意	一般	同意	非常同意
I-7-1	这次购物很愉快。	①	②	③	④	⑤

I-7-2	我在这次购物的时候，很享受。	①	②	③	④	⑤
I-7-3	本次购物的时候，我有一种兴奋感，就像猎人找寻猎物一般。	①	②	③	④	⑤
I-7-4	购买这个包的时候，我有一种探险的感觉。	①	②	③	④	⑤

### 阶段二：

现在假设您重新来到这个店里买包。不同的是，这一次，卖家告诉您这家店**可以讲价**。

接下来的这一环节里，我们将与您一起模拟这个杀价的过程。希望您能积极配合，结合您以往的亲身经历或者充分发挥想象力，跟我们一起还原购物杀价时的**真实心情**。

Q-7. 您选择购买的是第\_\_\_\_款包+图片。该产品的标价是 P 元。

Q-8. 您觉得您会就该价格讲价么？

1) Yes → II-1 会 → II-1

2) No → Q-9 不会 → Q-9

II-1. 卖家：P<sub>1</sub> (90% × P) 怎么样？您眼光真的特别好，一下子就相中了这款包。其实这款包，这个价位，并不过分，您经常购物，您肯定知道，很多时候，咱们买的不是包，是设计，是心情。

您：①接受 P<sub>1</sub> → 转至 Q-9

②拒绝 P<sub>1</sub> → 转至下一问题

II-2. 卖家：那么 P<sub>2</sub> (80% × P) 怎么样？您可以试试这材质，用的是头等牛皮，而且您别忘了，这可是纯手工的，一分钱一分货啊。

您：①接受 P<sub>2</sub> → 转至 Q-9

②拒绝 P<sub>2</sub> → 转至下一问题

II-3. 卖家：这样吧，给您个最低价  $P_3$ （ $70\% \times P$ ）好了。

您：①接受  $P_3 \rightarrow$  转至 Q-9

②拒绝  $P_3 \rightarrow$  转至卖家：不好意思，这是我们的最低价了，不能再便宜了。

Q-9. 你会购买该产品么？

①绝对不会买 ②应该不会买 ③一般 ④可能会买 ⑤肯定会买

1) ③ ④ ⑤  $\rightarrow$  Q-10

2) ① ②  $\rightarrow$  Q-11

Q-10. 本次购物结束。

卖家：非常感谢。欢迎再次惠顾。

(请您继续下面的问卷调查。)

Q-11. 您没有购买任何商品。本次购物结束。

卖家：谢谢光临，您慢走。

(请您继续下面的问卷调查。)

### 阶段三：

在这一环节中，我们将对您在**讲价之后**的购物感受进行问卷调查。希望您能积极配合，结合您刚才的真实感受作答。再次感谢您的真诚与协助。

**III-1.** 以下内容是关于您在本次购物过程中的**价格公平性**的描述。请选择与您感受最接近的程度选项。

题号	内容	非常不公平	不公平	一般	公平	非常公平
III-1-1	您觉得该产品的标价公平么？	①	②	③	④	⑤
III-1-2	您认为您为该产品支付的金额公平么？	①	②	③	④	⑤

**III-2.** 以下内容是关于您在本次购物过程中的感受到的**价格优惠度**的描述。请选择与您感受最接近的程度选项。

题号	内容	非常不同意	不同意	一般	同意	非常同意
III-2-1	卖家给我的折扣比大部分顾客都高，我赚了很大的便宜。	①	②	③	④	⑤
III-2-2	我得到的价格比大多数顾客都优惠。	①	②	③	④	⑤
III-2-3	我赚的便宜比大多数顾客都多。	①	②	③	④	⑤

III-3. 以下内容是关于您在本次购物过程中对卖家信任度的描述。请选择与您感受最接近的程度选项。

题号	内容	非常不同意	不同意	一般	同意	非常同意
III-3-1	从这位卖家手里买东西是冒险的。	①	②	③	④	⑤
III-3-2	我决定是否购买时，愿意参照这位卖家所给的意见。	①	②	③	④	⑤
III-3-3	我对这位卖家保有戒心。	①	②	③	④	⑤
III-3-4	我相信这位卖家。	①	②	③	④	⑤

III-4. 以下内容是关于您在本次购物过程中对商品质量的认识的描述。请选择与您感受最接近的程度选项。

题号	内容	非常不同意	不同意	一般	同意	非常同意
III-4-1	我觉得该商品应该是纯牛皮做的。	①	②	③	④	⑤
III-4-2	我觉得该商品的工艺良好。	①	②	③	④	⑤
III-4-3	我觉得该商品应该是韩国产的。	①	②	③	④	⑤
III-4-4	我觉得该商品很可靠。	①	②	③	④	⑤
III-4-5	我觉得该商品貌似挺持久耐用的。	①	②	③	④	⑤
III-4-6	我觉得该商品的质量应该不错。	①	②	③	④	⑤
III-4-7	我觉得该商品值得信赖。	①	②	③	④	⑤

III-5. 以下内容是关于您在本次购物过程中对商品价值的认识的描述。请选择与您感受最接近的程度选项。

题号	内容	非常	不同意	一般	同意	非常同意
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		不同意				
III-5-1	我觉得该商品很值这个钱/物有所值。	①	②	③	④	⑤
III-5-2	我觉得该商品的标价是经济实惠的。	①	②	③	④	⑤
III-5-3	我觉得该商品算得上是物美价廉。	①	②	③	④	⑤
III-5-4	我觉得该商品的标价是可以接受的。	①	②	③	④	⑤
III-5-5	我觉得该商品看上去像是便宜货。	①	②	③	④	⑤

III-6. 以下内容是关于您在本次购物过程中对该商品的购买意向的描述。请选择与您感受最接近的程度选项。

题号	内容	非常不同意	不同意	一般	同意	非常同意
III-6-1	我购买该商品的可能性很高。	①	②	③	④	⑤
III-6-2	得到最终报价后，我会考虑买该商品。	①	②	③	④	⑤

III-7. 以下内容是关于您在本次购物过程中所感受到的愉悦程度的描述。请选择与您感受最接近的程度选项。

题号	内容	非常不同意	不同意	一般	同意	非常同意
III-7-1	这次购物很愉快。	①	②	③	④	⑤
III-7-2	我在本次购物的时候,很享受。	①	②	③	④	⑤
III-7-3	本次购物的时候，我有一种兴奋感，就像猎人找寻猎物一般。	①	②	③	④	⑤
III-7-4	购买这个包的时候，我有一种探险的感觉。	①	②	③	④	⑤

#### 阶段四：

以下内容是针对您基本情况的信息采集，仅供统计分析所用，绝不对外泄露，请在适当处填写或选择。

IV-1. 您的年龄：（ ）周岁

**IV-2. 您的婚姻状况：（ ）**

- ① 已婚 ② 未婚 ③ 其他

**IV-3. 您的最终学历：（ ）**

- ① 高中或中专  
② 本科在读或毕业  
③ 硕士在读或毕业  
④ 博士学位或以上  
⑤ 其他

**IV-4. 您的职业：（ ）**

- ① 家庭主妇  
② 学生  
③ 职员（包括公务员，企事业单位或一般公司职员）  
④ 其他

**IV-5. 您的个人月平均收入：（ ）**

- ① 2000 元或以下  
② 2000~4000 元  
③ 4000~6000 元  
④ 6000~80000 元  
⑤ 8000~10000 元  
⑥ 10000 元或以上

**IV-6. 您现在的居住地：（省份，城市）**

**IV-7. 您平时会讲价么？**

- ① 完全不会 ② 几乎不见 ③ 一般 ④ 偶尔讲讲 ⑤ 一定会讲

本次调查问卷到此结束。再次感谢您的合作。

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## 국문초록

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중국의 구매문화 중에 다수의 소비자들은 상품을 구매하기 전 가격흥정을 먼저 한다. 많은 학술 연구에서 가격흥정은 불공평한 가격에 대한 지각을 발생시키며 또한 소비자들의 구매의도를 지속적으로 감소시킨다. 그러나 문제는 이미 야기되었다. 도대체 중국소비자들은 왜 이렇게 가격흥정에 대해서 집중하는가? 행여 그들은 이러한 경제상의 이득을 취하기 위해 상품의 질량 혹은 가격에 염두를 하지 않는 것인가? 이러한 다양 각색한 의혹들을 근거하여 본 연구가 가격흥정과 소비자구매의도의 사이를 미루어 판단해보건 데 아마 일련의 조절변수, 이를테면 지각적 쾌락의 이해, 지각적 특별 대우의 이윤 및 소비자가 판매자에 신뢰도의 관계 등이다.

따라서 본 연구는 중국소비자의 지각적 쾌락적 가치, 지각적 특별 대우의 이윤, 소비자가 판매자에 신뢰도, 지각적 품질, 지각적 제품의 가치, 그리고 구매의도의 관계에 대한 가설 4 개 세웠다. 또한 이 변수들은 가격흥정 전후의 차이가 있는지를 확인하기 위해 가설을 세웠다.

본 연구는 인터넷으로 하나의 가상적 가격흥정과정의 구매 체험을

제공하고, 참가자는 가상 구매 과정 중에서 본 연구의 상관된 문제에 대한 설문을 실시했다.

결과적으로 중국소비자들의 지각적 쾌락적 가치, 지각적 특별 대우의 이윤, 판매자에 신뢰도, 지각적 품질, 지각적 제품의 가치 그리고 구매의도가 가격홍정 전후 다른 측정 결과로 나왔다. 또한, 위에 제시된 연구변수들 사이에 유의미한 회귀관계를 밝혔다.

본 연구를 통하여 중국소비자들의 가격홍정행위에 대한 지각적 쾌락적 가치, 지각적 특별 대우의 이윤, 소비자가 판매자에 신뢰도, 지각적 품질, 지각적 제품의 가치 및 구매의도에 대한 영향을 분석한 것이며, 이 시도는 이미, 혹은 머지않아 중국시장에서의 글로벌의류판매를 진행하고 이거나 계획중인 회사 혹은 상점에 중국소비자심리에 대한 적합한 마케팅전략 제공을 목표로 진행될 것이며 이로인 해 중국시장으로의 진입이 더욱 용이해질 것이다.

주요어 : 홍정, 가격, 중국 소비자 행위

학번 : 2011-24141