Public Abstract
First Name: Gargi
Middle Name: 
Last Name: Bhaduri
Adviser's First Name: Jung
Adviser's Last Name: Ha-Brookshire
Co-Adviser's First Name: 
Co-Adviser's Last Name: 
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As firms are competing in an increasingly complex business environment, they are concentrating on building trusting relations with customers and create a niche in the market. Especially in the apparel industry which is often criticized with negative media publicity, building trust becomes essential for any firm’s performance. Literature review suggests that trust/distrust has the potential to affect consumers’ perception about quality, price and even influence purchase intention. This study sought to investigate the relation between trust/distrust on an apparel firm, consumers’ perceived quality, perceived price, and purchase intention. The Theory of Reasoned Action provided the theoretical background for this study. For this study 4 customer feedback profiles was generated by manipulating trust/distrust. Customer feedback text comments was used for the purpose and each participant was exposed to all four profiles in a random order.
The study results indicate that trust/distrust affects consumers’ purchase intention. Also, perceived quality mediates the relation between trust/distrust and purchase intention. Perceived price, however, did not impact consumers’ purchase intention. Implications, limitations and scope of further research are also discussed.