TRUST/DISTRUST, PERCEIVED QUALITY, PERCEIVED PRICE AND APPAREL PURCHASE INTENTION

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ABSTRACT

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 firms’ 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, trust (distrust) was considered to have 2 dimensions: credibility (dis-credibility) and benevolence (malevolence). A 2X2 trust/distrust matrix (High Credibility/High Benevolence, Low Credibility/High Benevolence, Low Credibility/High Benevolence, Low Credibility/Low Benevolence) was designed 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 moderate the relation between trust/distrust and purchase intention and also did not impact consumers’ purchase intention. Implications, limitations and scope of further research are also discussed.