

Abstract

The price-perceived quality relationship of products has long been investigated. Various variables were found to moderate this relation. In this study, the role of symbolic value of products was explored. By contrasting a symbolic product of cardigan with a functional product of electronic diary, results showed the existence of a much stronger PPQ relationship in the former. Variables of sex and materialism were also taken into account for such relationship. The findings were congruent with our predictions. Implications for this strong PPQ relationship were also discussed.