

Abstract

While retail bargaining behaviors are prevalent in almost every society, research on this area is lacking. This study examines how 1) attitudes towards bargaining, 2) interaction of self-esteem and bargaining self-efficacy, and 3) competitiveness, may predict retail bargaining tendency of consumers. Questionnaires were distributed to Hong Kong residents or native Chinese readers who had been living in Hong Kong for over three years (N=102) at the time of the study. Participants were divided into three age groups (18-30/ 31-45/ 46-60) and gender of each was noted (about 40% were male). Each variable was tested by a respective scale. Bargaining attitude, the interaction of self-esteem and bargaining self-efficacy, and competitiveness were found to be significant predictors of bargaining tendency (Regression $p < 0.01$). The findings here collectively shed more light on the relationships between individual differences and bargaining proneness. Possible implications in business and suggestions for future studies are discussed.