Buyer success and failure in bargaining and its consequences

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Abstract

This study aims to investigate the process of buyers' subsequent attitudes and subsequent actions and their relationships depended on the bargaining outcomes. Depth interviews were employed in order to explore the success, the failure, and the consequent actions in dyadic bargaining under the condition of one buyer and one seller. Ten international respondents were invited to be interviewed. Approximately one hour of each interview is taken, while English is the medium of the interviews. After the interviews, respondents were given five USD as an incentive. The results show that successful bargainers tended to be younger people and easterner, compared to unsuccessful bargainers who tended to be older people and westerner. When buying product in computer and vehicle category, it might provide higher chance in getting the discount, while buying product in garment category gave the partial tendency to win the bargain. Since garment seems to have fewer profit margins when compared to the other category like computer or vehicle, it thus is obligatory for the seller to avoid discounting this kind of product. During the interviews, author found that confident interviewees shared their successful bargaining experiences; whereas, interviewees with very calm and quiet attitude seemed to express about their unsuccessful bargaining stories. This research also provides insights of buyer as bargainer profoundly. It therefore helps the seller, especially in

computer, garment, and vehicle industry, knows how to balance mutual-interest and maintain the strong relationship with customer.

Keywords Bargaining, Negotiation, Price, Buyer-seller relationship, Satisfaction, Dissatisfaction

Introduction

Bargaining between buyer and seller is the most essential of the marketing process (Graham *et al.*, 1988). It is considered to be the core of interactions within a number of marketing contexts (Angelmar and Stern, 1978). Bargaining occurs when there is negotiation between two parties. Its task is engaged with the cycles of offer and counteroffer (Schurr and Ozanne, 1985). Through this bargaining relationship, as long as an agreement is still unresolved, the bargaining between two parties will continue ceaselessly. Kwon *et al.* (2010) mention that, seeking a discount is a necessary aspect of shopping behavior, and bargaining from a business aspect must deal with the marketing transaction between sellers and buyers. Such bargaining mainly relates to the monetary factor, but also the concerns about the process known as tangible product exchange. Why do all buyers enjoy negotiating the price of a product? The answer is that, after the negotiation, the outcome can generate satisfaction that is important to bargainers (Patton and Balakrishnan, 2010). Notwithstanding, the fact remains that some buyers feel that bargaining is always disappointing, embarrassing (Herrmann, 2004; Schneider *et al.*, 1999), and some even loathe it (Lee, 2000). Therefore, it is intriguing to understand buyer success and failure in bargaining and its consequences.

Ipso facto, negotiation is a necessary communication process that is invigorating to our well-being. It is a perennial process that individuals start learning at the juvenile stage (Gottlieb and Healy, 1990). It is a vital key in both consumer goods marketing and industrial sales (Maxwell *et al.*, 2003). Negotiation needs direct or indirect communication to clarify buyer-seller behavior, in as much as the similarity in behavior of buyer-seller will intensify the chance of a sale (Mathew *et al.*, 1972). Bargaining, as a part of that negotiation process, can be defined from many aspects. For example, the study by Benton (1975) investigates the effects of constituent bargaining in intergroup negotiations. Gómez-Mejía *et al.* (2010) explain the concept of collective bargaining by stressing that the duty to bargain collectively does not come along with the duty to reach an agreement; while in consumer buying, no agreement means no sale or no purchase at all (Schurr and Ozanne, 1985). When there is a

conflict between employers and employees such as an unfair labor practice, rejection of health benefits extension, and so on, the concept of collective bargaining must deal with these problems. However, collective bargaining does not directly relate to the monetary factors involved in selling a product; instead this kind of bargaining relates to an intangible product, such as compensation or work regulation.

There is a considerable amount of research examining the characteristics of buyers or sellers in bargaining situations. For example, the study of White and Neale (1994) explore the bargainers' expectations on the bargaining outcomes; Maxwell *et al.* (2003) examine buyers' behavior to think of fairness in price negotiations; while Kwon *et al.* (2010) study the characteristics of the bargain hunters over the forward-looking price expectation. There is a number of studies reporting about the characteristics of buyers or sellers. Although there are numerous studies that concentrate on exploring the relationship among buyers' attitudes and actions, research on the bargaining outcome is still limited. Hence, this research aims to investigate the process of buyers' subsequent attitudes and actions and their relationship to the bargaining outcome.

Literature review

Bargaining

Bargaining is the part of negotiation process that is directed towards agreement (Dwyer, 1984; Stroeker and Antonides, 1997). Therefore, it is essential for both parties to negotiate when doing a bargain (Lee, 2000). Bargaining skills can be learned and skilled the bargainer is more likely to bargain when there is a perceived chance for success (Herrmann, 2004). We can see that bargaining exists in services such as transportation, the sale of durable items such as houses, automobiles, gadgets, and even non-durable items such as garments and food products (Alserhan, 2009). As in the marketing context, a buyer and a seller create an interactive practice to reach a mutual price for merchandise, where each party brings decisions and values to the process determining the worth of an item (Herrmann, 2004). Alserhan (2009) also mentions that, in the process of buying and selling, the seller expects the buyer to bargain and therefore will overstate the initial price. Conversely, the buyer always assumes that seller is overstating the price and bargains for the lowest possible price of the product. In short, bargaining is usually a brief interaction initiated by a buyer in response to a seller's offer (Herrmann, 2004). A strategic bargainer

will obtain the product at the final plausible price (Schneider *et al.*, 1999), whereas the reciprocity of the bargaining exchange allows the buyer to compete against the seller (Alserhan, 2009; Schneider *et al.*, 1999).

Buyer-seller relationship in bargaining

By exploring one dyad consisting of one buyer and one seller in a marketplace, there must be at least a relationship (either positive or negative) between them. For the buyer and seller, bargaining is bound to values, personal judgment, bargaining skill, and feelings (Herrmann, 2004). We can assume that a bargaining is comprised of the seller determining the lowest acceptable price, and the buyer determining the highest acceptable price (White and Neale, 1994). A study by Maxwell *et al.* (2003) also supports that for price haggling, there is a perfectly negative correlation in payoffs between buyer and seller. From this relation, it is therefore comprehensible that both the buyer and seller will try to maximize personal benefit (Cakravastia and Nakamura, 2002; Maxwell *et al.*, 2003).

Bargaining outcomes

Stroeker and Antonides (1997) state that the market structure influences bargaining outcomes and bargaining outcomes per se are determined by the proportion of sellers and buyers. However, Antonides (1991) suggests that a particular person's outcome is referenced in a way that it should not be less than others' outcomes. The outcome of bargaining can be described in two categories, successful and unsuccessful. In successful bargaining, highly analytical bargainers tend to reach a mutual outcome with the opponent (Giacomantonio *et al.*, 2010). While, Graham *et al.* (1988) mention that bargaining sellers are definitely concerned with balancing the outcome between their personal profits and buyers' satisfaction. In unsuccessful bargaining, the unsuccessful bargainer may possess insufficient negotiation skills (Alserhan, 2009); that is, this insufficiency results in paying higher price for a product when compared to a successful bargainer. In addition, reaching an agreement does not always mean that haggling is successful, a study by Deutsch (1961) mentions that some bargainers even accept an agreement that is undesirable in order to avoid negative feelings.

Post-bargaining attitude (PBAT)

It is true that some are willing to pay any price for a product (Lindenberg and Oppenheim, 1978); in contrast, many people try to pay the cheapest price for a product (Schneider *et al.*, 1999). Kwon *et al.* (2010) report that hunting for bargain is a part of

shopping enjoyment. After negotiating the price of a product, buyers will have subsequent attitudes resulting from the succession in bargaining (PBAT). These attitudes of bargainers can vary from positive to negative. These subsequent feelings trigger us to explore them in detail. As a result, in this section, the post-bargaining attitude (PBAT) of buyers will be discussed.

Buyer's satisfaction or pride

When the needs of both bargaining parties are fulfilled, both of them will be satisfied (Campbell *et al.*, 1988; Schneider *et al.*, 1999; and Maxwell *et al.*, 2003). On the other hand, Patton and Balakrishnan (2010) criticize that, when purchasing a product, some buyers will use win-lose style of bargaining as to totally satisfy themselves at the expense of sellers. Consequently, Folkes (1988) mentions that pride, as a positive feeling, can lead a successful bargainer to brag about the purchase. Murnighan (1992) also supports that, immediately after purchasing the product, most believe that a good deal has been made.

Buyer's dissatisfaction or embarrassment

The bargaining outcomes can generate dissatisfaction or even embarrassment for the bargainers. It is true that when there is a winner, there must be someone who has succumbed to the opponent's better bargaining skill. A study by Simonson (1991) mentions that an unsuccessful deal will lead the buyer to dissatisfaction. However, Richins (1983) complements that if dissatisfaction is minimal, the buyer may not take any further action at all. In fact, for the feelings of embarrassment, Deutsch (1961) reports that when the bargainer is incapable of reaching an agreement, face has been lost. Patton and Balakrishnan (2010) also claim that the unsuccessful negotiators do not only feel upset about the unavailing negotiations but also feel less of a tendency for future negotiations. As a result, these negative feelings may affect the subsequent bargaining behavior.

Post-bargaining action (PBAC)

It is intriguing to know what the further action will be when a buyer can or cannot get the cheaper price for a product. A research by Burns and Bowling (2010) claims that buyer satisfaction relates to repeat buying intention and positive Word-Of-Mouth (WOM). It is problematic whether there are more actions (PBAC) resulting from the succession in bargaining or not. Hence, in this section, the subsequent actions of buyers will be discussed.

Repurchase intention with positive emotions

Satisfaction can influence a range of behavior after the succession in bargaining (Novemsky and Schweitzer, 2004). Therefore, it is no wonder that when a bargainer is satisfied with the succession in buying a discounted product, there is a tendency toward repeated purchase (Schindler, 1989). Herrmann (2004) also mentions that successful negotiation will make the bargainer feel proud since a cheaper price has been achieved.

Positive and negative WOM

Positive and negative PBAT affects the result of PBAC. For example, a buyer continues to purchase a product which is related to satisfaction (Richins, 1983); a product's positive information will be passed on to the other buyers (Folkes, 1988; Richins, 1983). Schindler (1989) reports that buyer tends to tell the others about the successful purchase (e.g. getting discount on a product bought). Burns and Bowling (2010) also support that positive WOM includes the action that buyer talks favorably to friends and family about a product or service. Surprisingly, Schindler (1989) reports that a trained seller can shape the buyer's attitude in order to make buyer feel that the best discount has been obtained. But, in contrast, Folkes (1988) mentions that the embarrassed unsuccessful bargainer may try to avoid talking about the purchase. Halstead and Page, Jr. (1992) also report that buyer dissatisfaction can lead to a complaint. As a result, we may assume that bargainer dissatisfaction and embarrassment may lead to negative Word-Of-Mouth.

Bargaining refuse due to unsuccessful past experience

Gottlieb and Healy (1990) mention that bargaining has a positive relationship with self-esteem. A failure in negotiation will certainly affect to the feelings of self-worth. That is, someone tries to avoid negotiating because the potential for conflict is very unpleasant. A buyer who feels shy or embarrassed will refuse to bargain (Herrmann, 2004). Therefore the feeling of unpleasantness or dissatisfaction can pilot toward the tendency of bargaining refusal. Based on the literature review, the theoretical grounding of the bargaining process including major PBAT and PBAC is explained in figure 1.

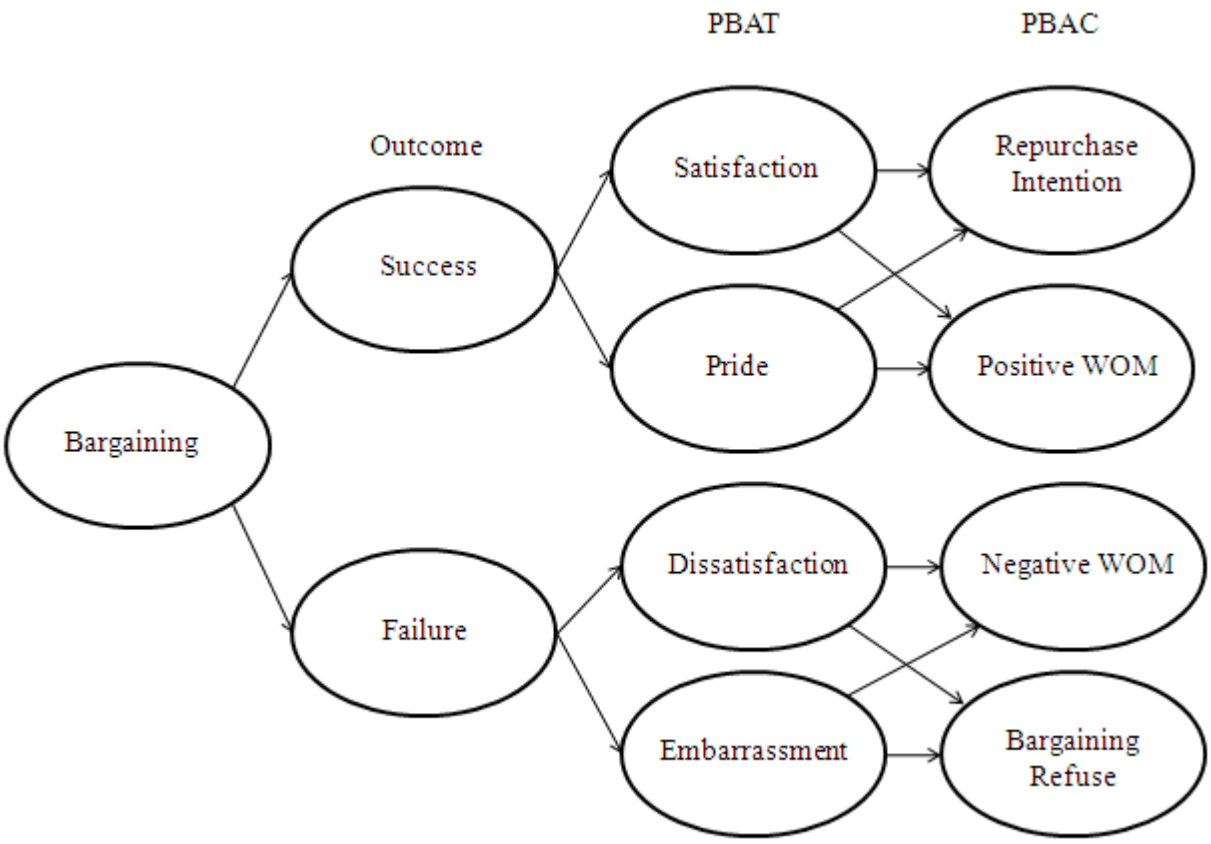

Figure I Theoretical grounding of the bargaining process

Methodology

Research position

This exploratory research aims to gain consumer's insights on their PBAT and PBAC. Thus, our research approach employs qualitative techniques in the form of depth interviews and intends to explore the success, the failure, and the consequent actions in dyadic bargaining under the condition of one buyer and one seller. To this end, three research objectives were clarified as follows:

1) To explore buyers' recent shopping experiences, their bargaining skills and tactics.
2) To identify PBATs and PBACs based on their outcomes in bargaining (successful/unsuccessful).
3) To discover buyers' perceptions on bargaining and their reflections on bargaining.

Case selection and data collection

Respondents were recruited for depth interviews when they reported a purchase within the last three months and where one has had the sole power to make a decision on a purchase without the interruption from a family member. Later on, ten international

respondents were invited to be interviewed in the cities of Taichung and Shalu, Taiwan. Interviews were conducted in restaurants, coffee shops, etc. The interview period was the 25th–29th January 2011. Respondents were between the ages of 22 and 63 years old. All respondents were asked for permission. They were also notified that these in-depth interviews were part of academic research and their conversation would be recorded and noted. Their identities were kept confidentially as well. Approximately one hour length of each interview was taken and English was the medium of the interviews. After the interviews, respondents were given five USD as an incentive and thanked. For the final stage, the records were transcribed and analyzed based on profile, PBAT and PBAC, and bargaining responses to bargaining outcomes.

Findings

Interviewees were encouraged to share their bargaining experiences on various kinds of product such as daily consumption items, clothing, automobile, and etc. The currency used here is Taiwan Dollar (TWD) and one USD equaled to 29 TWD (14th April 2011). Table I is the summary of respondent profile. Interviewees' real names were replaced with fictional names in order to protect their privacy.

Table I Respondent profile

Name	Nationality	Gender	Age	Bargaining outcome/ Product bought category	Profile
Anthony	American	Male	46	Successful/Computer	Born and raised in New York, USA. Having his small Taiwanese tea business exported to USA.
Debra	Taiwanese	Female	34	Successful/Garment	Got master's degree in women and gender's studies from UK. Currently working as a coordinator for multinational organization.
Viviana	Taiwanese	Female	35	Successful/Vehicle	An assistant professor from Shalu, Taiwan. Used to stay in UK and USA.
Anna	South African	Female	62	Successful/Furniture	A retired human resource manager. Currently living with her only son who married with Taiwanese wife.
Lena	Taiwanese	Female	34	Unsuccessful/Garment	Born and raised in Taiwan, but stayed in USA for more than seven years. Currently resigned from the job in order to take the training in USA.
George	American	Male	44	Unsuccessful/Garment	A polyglot wine consultant who now takes Chinese language course in Taiwan. Used to stay abroad in Finland and Japan.
Eva	American	Female	63	Unsuccessful/Garment	Got master's degree. Used to work as a director of regional education in USA. But currently working as a project manager in Taiwan.
Edward	Thai	Male	24	Successful/Vehicle	An MBA student having clothing shop in Indonesia. Self-claiming as a bargaining-prone.
Stephan	Emirati	Male	28	Successful/Computer	An Indian descent that was born and raised in UAE.

					Worked for a couple years in logistics and supply chain management industry. Currently does his master's degree in Taiwan.
Naomi	Portuguese	Female	22	Successful/Garment	A fourth year student who was born in Macau, China. Currently working part-time as teacher assistant.

Furthermore, from the depth interviews, we can generate more positive/negative PBAT and PBAC resulted from the bargaining outcomes. For PBAT, it can generate positive or negative PBAC depends on the result of the bargaining outcome. Some bargainers explained their positive PBAT as happiness:

> I've bought a second-hand motorcycle from my Malaysian friend. The price was 12,500 TWD or something. For my first perception of the bike, I asked for the price for 8,000 TWD. But he (seller) didn't want to sell with that price. So, I went to repair shop before making the decision. I took that bike and ask the repair shop to check how much this bike should cost. Then, I came back and deal with him again and asked him for 10,000 TWD. But he said that price is still low. Eventually, I came up with the final price of 10,500 TWD. It took around five minutes for the negotiation. We paid 1,000 TWD as the deposit on that day and paid the remaining on the following day. I felt happy since I had spent a few weeks looking for the bike (Edward, Thai, age 24).

> Last time, I bought one pair of stockings and three pairs of socks at down market. I tried to bargain. I got like 20 bucks cheaper, not much. It didn't take long time for the bargaining, around five minutes. I felt happy since I've got a cheaper price than its original price (Naomi, Portuguese, age 22).

We can see that a happy feeling is an immediate response when the outcome is desirable or at least it is matched with the expectation. Furthermore, some bargainers explained their PBAT as a good/nice feeling instead of happy. It may be assumed that though a discounted price was achieved, perhaps other factors exist(e.g. having the complementary product other than getting a cheaper price for main product bought, getting discount from the second seller in lieu of the first seller, etc.) that still did not fulfill their needs. For example:

> When I bought a curtain for my bedroom, She's (seller) got a lovely curtain and some beautiful materials, really nice. And I like all these materials and I asked her I may buy them from you and she said I'll give it to you for free. So, when they came to deliver my curtain, they brought big bag full of different pieces of materials, around 50 pieces of them. If you go to the material shop, it will cost 100 TWD each. That was really nice. So I think if I want more materials, I will go to that shop and buy from them. I told my sister that I've got a really nice curtain but I wasn't telling about the price (Anna, South African, age 62).

> About my new car, I went to the showroom, asked the sale representative, and then I tried to drive the car. Afterwards, we talked about the price of the car, let say the deal, he (sale representative) said he could give me 40,000 TWD discount. But after a long negotiation, he went to talk with his supervisor and told me "No, there won't be 40,000 TWD discount. Maybe, 15,000 TWD discount only." At that time, I felt like I was cheated. So, I felt uncomfortable at that moment and decided to leave the showroom. Later, I came to university and

> other professor told me that he has an MBA student who is selling car. I talked to that student and told him my situation. He came to my office and tried to finish the deal. He asked me what the final price the first seller offered and gave the same discount as the first seller used to offer. I felt very good (Viviana, Taiwanese, age 35).

For one of the respondents, it was interesting that Viviana was an unsuccessful bargainer at first. But later on, after the second attempt, this bargainer became successful. Various kinds of PBAT were also generated, such as being cheated, uncomfortable, as well as positive feelings. From the theoretical grounding, it is assumed that unsuccessful bargainers may generate PBAT as dissatisfaction or embarrassment. But however, one of the respondents described her PBAT as regret:

> I bought one bag at morning market. It costs 490 TWD. My relative bought similar bag from Taipei but it costs only 250 TWD. Thus, I tried to cut the price to 250 TWD as well. It took five minutes for the negotiation. But the seller said "No" because I just only bought one. The first reaction was regret because I have to buy more expensive than my relative. Well, if she had given me like 10-20 TWD cheaper, I would have bought it immediately. But she was so insisted like "I cannot give you anymore". (Lena, Taiwanese, age 34).

This situation demonstrates negative PBAT when there is an imbalance between personal outcome and other's outcome. If Lena did not compare her unsuccessful outcome with her relative's successful outcome, her negative PBAT would be minor dissatisfaction instead of regret. As it is affected by PBAT, PBAC, as well, can generate either positive or negative result. From the depth interviews, it revealed that most of the respondents tended to pass on their positive information (positive WOM) to their family member or friends. It is worthy of note that some successful bargainer used social network website as a tool to spread the successful purchase story. Here are some examples of positive PBAC:

> I talked about this (successful bargaining) story with other friends in the campus since they have seen my new bike and asked how much I have bought. One of my friends, H_____, who knew about this, he also bought the new motorcycle just one week after I had bought mine. A few weeks later, another one of my friends, M_____, also bought a new bike, you know, it's like neighborhood effect (Edward, Thai, age 24).

> I told everyone, even in Facebook, that I bought a new car and it was a very good deal. My neighbor even asked me which showroom I have bought the car from because he would like to buy exactly the same model and same price with mine. So I gave him phone number of that dealer. My friend in Kaohsiung who knew about this news also told me that she would like to buy the car from this dealer also (Viviana, Taiwanese, age 35).

Negative PBAC can certainly affect to sales volume since buyer tries to spread the negative news about the buyer or even move to

other seller; that is, it will reward the higher sale volume and customer loyalty to competing seller. Here is Lena's experience who shared about her undesirable PBACs (negative WOM and moving to other seller) for seller:

> Since I cannot get the discount from this seller I won't recommend my friends to buy from her. In this kind of market, too many people sell the same thing. It's very competitive. Okay, if you don't want to treat me as your customer, I can go to other seller. I no need to come back for you (Lena, Taiwanese, age 34).

It was clear that the effect of negative PBAC was so severe since buyers have the power to make so many decisions. In sum, table II is the summary of these findings.

Table II Summary of respondents' positive/negative PBAT and PBAC

Positive PBAT	Positive PBAC
• Happiness • Feeling Good/Nice	• Recommending friends to buy with the same seller (Positive WOM) • Passing on successful bargaining experience via Facebook (Positive WOM) • Telling family member (Positive WOM) • Passing on successful bargaining experience with friends (Positive WOM) • Repurchase intention
Negative PBAT	**Negative PBAC**
• Being cheated • Uncomfortableness • Regret	• Moving to other seller • Recommending friend not to buy with the same seller (Negative WOM)

Next, the major bargainer responses to bargaining outcomes were analyzed, see table III. The authors found that successful bargainers tended to be younger people (mean age = 36 years) and Asians, compared to unsuccessful bargainers who tended to be older people (mean age = 47 years) and westerners. And, surprisingly, almost half of the successful bargainers are currently students (Edward, Stephan, and Naomi). This result contradicts a study by Herrmann (2004) which mentions that young individuals, especially students, are unlikely to bargain and are lacking in bargaining experiences. Buying product in the computer and vehicle categories might provide higher chance in getting the discount, while buying product in the garment category only gave a partial tendency to win the bargain. Perhaps, since garments presumably have narrower profit margins compared to the other categories like computer or vehicle, it thus is obligatory for the seller to avoid discounting this kind of product. During the interviews, authors found that confident interviewees shared their successful bargaining experiences; whereas, interviewees with a very calm and quiet attitude seemed to relate their unsuccessful bargaining stories.

Table III Summary of major bargainer responses to bargaining outcomes

	Successful outcome	Unsuccessful outcome
Profile	Mean age: 36 Years Ethnicity: Easterner	Mean age: 47 Years Ethnicity: Westerner
Industry where bargaining experience exposed	Computer, Garment, Vehicle	Garment
Key bargainer personality	Confident	Calm

In addition, for clearer bargainer insights, some successful bargainers have demonstrated interesting tactic and style when doing the bargaining. For example:

> For me, for the bargaining thing, it could come up with two reasons; first, when someone has financial disadvantage; and second, when the original price of the product is higher than our perception. For example, like second-hand cell phone, I perceive that the maximum price should be around 5,000 TWD (Edward, Thai, age 24).

> To me, I have my perception price. For example, this laptop should be 15,000, 16,000, 18,000, or even 20,000 TWD. Any laptop less than 20,000 TWD, I'm happy to buy it. But when the seller said this computer is 23,000, 24,000, 30,000 TWD. Then, we had a conflict. Because of this I started to bargain. If the price you give me matches the price I've perceived, then I'll be happy (Stephan, Emirati, age 28).

> Normally my style of bargaining is like "If I buy two, will you give me a discount?" I feel a little bit cheap if I buy a t-shirt for 100 TWD and ask sell "Can you give me 80?" I used to do this when I was younger. That was a classic for a bargaining thing. Especially for a student, and you said you have no money and the seller is obligated to give you a small discount (Anthony, American, age 46).

From these results, it can be explained that self-esteem is an antecedent factor to shape buyer becoming bargainer. If the buyer is afraid to lose face, it may be decided not to bargain and accept the seller's initial offer. This condition supports a research by Deutsch (1961) which states that individuals try their best not to lose face whenever there is a social interaction. Bargaining, as well, is one kind of social interaction between buyer and seller.

Discussions and conclusions

In the bargaining process, buyer success or failure can produce PBAT and PBAC positively or negatively. Nonetheless, it is obvious that bargaining is concerned with the relationship between cost and benefit (Lindenberg and Oppenheim, 1978). An individual wants to be a bargainer based on the belief that there will be a discount in terms of a lower priced product, a free gift, or a service

(Lee, 200). During the process of bargaining, in the seller's mind, profit is the money earned above cost; while in the buyer's mind, profit is the cheaper product bought (Stuhlmacher and Citera, 2005). The current research expands these concepts and calls the attention from buyer and seller to maintain mutual-interest, and simultaneously retain the long-term relationship (win-win situation).

Managerial implications

Knowing the bargaining behavior will increase the effectiveness of negotiation (Angelmar and Stern, 1978). For a bargainer in a buying role, our research implies that by knowing positive PBAT, it will be good for the bargainer to feel curious to do the future negotiation (bargaining seeker/prone) or even pass on the useful information (positive WOM) to other buyers to come and buy from the same seller/distributor (positive PBAC); that is, it will result in that he/she will get a cheaper discount or additional free service, while, seller/distributor will be able to increase his sales volume. Moreover, by avoiding negative PBAT and PBAC, it will make bargainer a more rational individual when doing a bargain and feel less ashamed to renegotiate with the same party in the future. As a bargainer in a selling role, especially in consumer product (e.g. garment, vehicle), our research implies that if a seller cannot give a big discount or cannot provide a discount for buyer at all, to avoid buyer having negative PBAT, seller should give the reason or apologize in order to keep a good relationship between buyer and seller.

In addition, a study by Folkes (1988) also suggests that individuals frequently believe that a product is less worthy when there is a small or no inducement available. Therefore, the seller or sales representative should give a discount for buyer when he/she decides to bargain on a product to make him/her believe that a product is worth-buying. But however, by giving excessive discount for a certain product, in consumer's mind, he/she may perceive that a low price product infers a low quality and image (Swani and Yoo, 2010). We recommend that seller should use experience and bargaining tactics to give an appropriate discount.

Research limitations

Negotiation is a very complicated process (Cakravastia and Nakamura, 2002) and its outcomes are difficult to evaluate (Novemsky and Schweitzer, 2004). This is the raison d'être why bargaining, as a part of the negotiation process, is also very difficult to understand. Moreover, it is difficult to predict the result of a particular bargaining process and what PBAT and PBAC should be taken into account. Since our sample is relatively small

(ten interviewees) and they sometimes had problems recalling their recent bargaining experiences since authors asked them to explain their bargaining experience in last three months. As a result, it may have an effect on accuracy in explaining bargaining attitude and further action.

Future research

Further research should increase samples in order to improve accuracy and precision in similarity in PBAC and PBAC among bargainers. Researchers should ask the respondents about their bargaining experiences in last one month in order to allow them recalling their experiences more obviously, precisely, and accurately. Antecedent factors before deciding to bargain (e.g. self-esteem, confidence, etc.) should be study to see what influent factors strong enough to drag buyer from bargaining (bargaining refrain/bargaining retraction). Moreover, it is suggested that future research may study the phenomena after the PBAC in order to see how effectively PBAC can shape the subsequent phenomena.

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