

## **ABSTRACT**

**Tasha Levinna (01120110016)**

**THE INFLUENCE OF COGNITIVE AND AFFECTIVE IMAGES ON CONSUMERS' TRUSTWORTHINESS TOWARDS LG AND PANASONIC AIR CONDITIONING PRODUCTS**

(xv + 82 pages; 13 figures; 25 tables; 7 appendicies)

The world is now entering the new era of change, an era that known as the globalization and modernization. Where in the industrial business, these changes brings an intense competition for entrepreneurs. In the other hand, this competition helps for the entrepreneur to think competitively in assessing the market and gaining the consumers trust.

This paper presents the results of a survey of 149 Panasonic air conditioner products buyers and 106 LG air conditioner products buyer using the a six-point Likert Scale. The results reveal that both cognitive and affective image factors have great influence on product trustworthiness. The purpose of this study focuses on the role of cognitive and affective images in building trust at the consumer air conditioner of Korean and Japan made-in product level.

The recommendation for LG and Panasonic air conditioner product is to enhance more on the innovativeness of the model and design. And improving the quality and overall products of the air conditioner.

Keywords: Cognitive Images, Affective Images, Product Trustworthiness, Globalization, Modernization, Air Conditioner.

References:122 (1965-2014)