THE ANTECEDENTS AND CONSEQUENCES OF PRICE LEADERSHIP STRATEGY: AN EMPIRICAL INVESTIGATION OF CHINESE MANUFACTURE EXPORTERS

Zuohao HU, Tsinghua University, China

Xuenan JU, Tsinghua University, China

Yuan CHENG, Tsinghua University, China

Mengyuan LV, Tsinghua University, China

Xi CHEN, University of Political Science and Law, China

ABSTRACT

Research on strategic choice for exporters when engaging into the international market has grown to be a critical issue. Price leadership strategy, however, received little attention in the field of existing researches. This research aims to examine the influential factors of price leadership strategy, and investigates its effects on export performance. In addition, market and product characteristics are introduced in this research as moderating effects.

Empirical results suggest that adoption of price leadership strategy will diminish export performance satisfaction of Chinese exporting manufacturers. Moreover, this effect is especially stronger when the targets of exporting market are developing countries. The similar impact is shown under the circumstance that Chinese manufacturers who are exporting industrial goods.

References available upon request.