

The Interaction Effects of Framing Price Increasing Messages and Product Categories on Purchase Intentions

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Abstract

Most of the previous researches about price framing messages have focused on promotion. The way of promotion is either price decrease or increasing the volume the quantity. In addition, only a few studies focused on the effect of price increases to the price perception of fairness. Prior research lack discussed whether different framing price increasing messages (stated price increases versus actual quantity decreases) will affect the consumers' purchase intentions or not. The purpose of this study is to investigate the interaction effects of framing price increasing messages and product types on purchase intentions.

An experiment in a 2 (framing price increasing messages: stated price increase vs. actual quantity decrease) x 2 (product types: utilitarian product vs. hedonic product) factorial design will be conducted to examine these effects on purchase intentions.

In practice, this study may provide the suggestions for retailers that they may consider implementing different price increasing policy (i.e., price increase or actual quantity decrease) to increase purchase intention when product types are various.

Keywords: price framing, product category, purchase intention.