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論文題目

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The Effects of Price Promotion Framing Messages on Consumer Purchase Intention

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Abstract

Promotion has been a useful strategy of many merchants to increase store sales. A 3 (price promotion framing: single discount / multiple discounts- large discount first and small discount last / multiple discounts- small discount first and large discount last) × 2 (price level of product: low / high) experimental design is conducted to investigate the effects of price promotion framing messages on consumer purchase intention. The experiment involved a total of 217 subjects. If the consumers anchor their evaluations on the first discount presented to them, and insufficiently adjust the evaluation based on the second discount, then the first discount has more weight than the second discount. This research investigated the effects of price promotion framing, order effect and product price level on consumers purchase intention. Theoretical and managerial implications of these findings are provided.

Keywords: Price promotion framing, Order effect, Purchase intention

Chapter 1 Introduction

1.1 Research Background

Due to the rapid technological progress, the rise of Internet facilitates the opening of website and therefore electronic commerce has become more a new business channel, in addition to traditional way of marketing (To et al., 2007). The emerging online economy provides consumers with easy access to numerous choices. In recent decades, discount promotion has been among is popular kinds of marketing promotions for consumer products. Exploration of sales promotion effect is one enduring issue in the study of marketing. Marketers rely on sales promotions in order to attract customers and motivate them to buy their products (Grewal et al., 1998).

The content of price promotion, such as some of communication message is referred as message framing. Many studies has focuses on different types of promotion discounts of consumption behaviors, for example price discounts, bonus packs, price presentation (dollars, cents-off, percentage-off and revised price), discount location (proximal, distal) (Chen et al., 1998 DelVecchio et al., 2009; DelVecchio et al., 2007; Hardesty and Bearden, 2003), but this study focuses on only percentage discounts.

Moderating variables that could affect consumers' perceptions of price promotions, such as discount framing, the order effect involved in multiple discounts, and response mode have not been studied in previous multiple discounts research.

Furthermore, consumers need for cognition is included in the study to examine its influence on consumers' subjects to different types of price promotion. The purpose of this study is to find the optimal combinations of promotion type. An experiment of 3 (price promotion framing: single discount / multiple discounts- large discount first and small discount last / multiple discounts- small discount first and large discount last) × 2 (price level of product: low / high) between subjects design was used in which subjects were randomly assigned to one of the six experimental treatments.

Discount framing has been widely studies. Research has investigated the effect of numerous pricing tactics including discount framing (Chen et al., 1998; Kim and Kramer, 2006) and discount location (DelVecchio et al., 2009). Considerably less research has been undertaken on the effect of discount framing and order effect on price promotion estimates. Therefore, the main objective of this study is to investigate the influence of online pricing promotion (single discount and multiple discounts) on consumer willingness to buy.

Chapter 2 Literature Review

2.1 Price Framing

Some of the common forms of promotional tool use price discounts in modern markets. Price framing is how the offer price is communicated to consumers (Krishna et al., 2002). Different price framing leads to different deal evaluation.

In 1979 an article was published by Kahneman and Tversky's prospect theory that has been the subject of much discussion and debate ever since. They have shown that the message framing of decision promotion problems can affect consumers decision making and cognitive judgments. Kim and Kramer (2006) compared the novel type of discount presentation (e.g., "Pay 60% of the regular price") versus the regular price (e.g., "Pay 40% off the regular price"). Many studies have been focused to the framing of promotion discounts in consumption behaviors, for example price discounts, bonus packs, price presentation (dollar-off and percentage-off) (Chen et al., and Lou, 1998; DelVecchio et al., 2007; Hardesty and Bearden, 2003), but this study focuses on only percentage discounts.

In general, primarily messages framing can be viewed as either gain-framed or loss-framed. Much research has examined two kinds of messages are applied to promotion message in order to examined the effectiveness, but little research has addressed only the gain-framed discount perceived value and purchase intention. For the purposes of this study, price promotion focused on gain-framed discounts.

2.2 Order Effects

Previous research on multiple discounts has been scarce. But, there are a lot of situations that we encounter price framing or multiple discounts in our life, for example: If you are spent more than three thousand dollars, you were get 10% off discount. Second example, if you are the VIP in the store. When you are shopping, you can get extra discounts. Another example, when you shop in the retail store, you can see different description about price discount, such as "20-50% off," "Up to 70 % off," "Buy two, get one free," "Special, \$__," "2 for\$__" (Harlam, et al., 1995; Krishna, et al., 2002). According to the price reduction to consumers, retailers can frame a price reduction in either single or multiple discounts. Single discount and multiple discounts could be explained though different mental representation and consumer choice process.

One of the most widely cited order effects comes from Hogarth and EinHorn (1992). Suppose information has A and B. "Some subjects express an opinion after seeing the formation in the order A-B; other s receive the information in the order B-A. An order effect occurs when opinions after A-B differ from those after B-A (Hogarth and EinHorn, 1992)." The definition of order effects distinguishes which the terms primacy and recency effects have been used by Biswas et al. (2010). Under the primacy effect the consumer more attention to the first information and/ or better recalled; under the recency effect the consumer more impact in the last stimulus and/ or better recalled (Biswas et al., 2010; Loginva, 2008). Biswas, Biswas and Chatterjee (2009) have found

primacy effect on consumers' short-term memory in the sequential stimuli. Brunel and Nelson (2003) have demonstrate how presentation order effect and gender relevance can influence advertising processing.

A few researchers have briefly studies the ubiquity of such information in the marketplace, but there still much to be learned this promotion practices in evaluating the consequences of a sequence of percentage changes (Chen and Ruo, 2007). In this study, we consider the order effects of the following type: There are two price discount of evidence, 20% off and 10% off. Some subjects express an opinion after seeing the information in the order 20% +10% off; on the other hand, others received the information in the order 10%+20%. An order effect occurs when the opinions after 20% +10% off differ from those after 10%+20% (Hogarth and EinHorn, 1992). The primary focus of this study is on a relatively new form of price framing on products – single discount and multiple discounts.

The purpose of the research presented in this study is to examine the relationship between three different types of price framing and perceived value. Price framing included single discount, multiple discounts (high discount first and low discount last), and multiple discounts (low discount first and high discount last). Consumers choose single discount more than the multiple discount, according to our findings, consumers would easily see the price difference between the original price and after discounted by the single discount, consumers do not get attracted to the multiple discount because they cannot see the price difference right away. Secondly, costumers do not want to do the calculation by themselves, they think that doing the multiple discounts is kind of complicated, the simpler the better. We conclude that option framing and price framing review, we make the following hypothesis:

H1a. Price framing of single discount has a greater influence on perceived value than multiple discounts.

H1b. Order effect of multiple discount (lager discount first and small discount last) has a greater influence on perceived value than multiple discount (small discount first and large discount last).

2.3 Perceived Value

Price discounts offer economic benefits to consumers, influence consumer's decision. Perceived value can be defined as the customer's assessments of the benefits acquired relative to the perceived price (Chandrashekar, 2004).

Thaler (1985) used mental accounting theory based on prospect theory. The accounting systems often influence decisions in unexpected ways. In the discount framing of order effect, consumer has different positive feelings and emotions, which will increase purchase intention. The psychology of consumer psychological status and choice adds a potentially chief dimension to price framing. Thaler's (1985) model cues are the

physiological processes that affect consumers' behavior. The development of the model starts with the mental coding of combinations of gains and losses using the prospect theory value function. Now the purpose of this study is to find which of single discount and multiple discounts has a greater perceived value. Further, perceived value is thought to be an important variable influencing choice. Previous studies have confirmed a positive relationship between price and perceived product quality (Rao and Monroe, 1989). Past research has found that perceived value is positively effects on purchase intention (Dodds et al., 1991; Grewal et al., 1998; Gupta and Kim, 2010).

2.4 Price Level

Pricing is one of the most important determinants of sales. "Price level" are important variable that is used extensively in marketing research to classify products. In marketing, price is typically defined from the view of consumers. Past research has suggested that price is a key determinant of consumers' judgments of value. Grewal et al. (1998) noted that brand name positively influenced buyer's internal reference price. Winer (1986) proposed that when making purchase decisions, consumers often compare expected and objective price with internal reference price. Alford and Biswas (2002) indicated that consumers' level of price consciousness influences purchase intention.

Dodds and Monroe (1985) showed that price positively influences the perception of quality, and inversely influences the perception of value and willingness to buy. Chen et al. (1998) studied the interaction between product price levels (high-price, low-price), promotion type (coupon, discount), and presentation forms (dollar, percentage). They found a significant effect of product-price main effect.

In this research, we examine how the purchase intention decision may also be influenced by certain aspects of the discount (% off). The same percentage amount of a price reduction, the more attractive the price promotion in the high-price than low-price. We conclude that price framing, we make the following hypothesis:

H2a. When single discount of product is presented in online stores, a high-price product has a greater influence on perceived value than a low-price product.

H2b. When multiple discounts (large discount first and small discount last) of product are presented in online stores, a high-price product has a greater influence on perceived value than low-price product.

H2c. When multiple discounts (small discount first and large discount last) of product are presented in online stores, a high-price product has a greater influence on perceived value than a low-price product.

Next, we investigate the price level of individual goods to impact of the price framing. The same price level of price reduction, we suppose that the single discount has more influence than multiple. And multiple discounts (high discount first) has more influence

than multiple (low discount first). Furthermore, we conclude that price framing, we make the following hypothesis:

H3a. When price of product is low, single discount has a greater influence on perceived than multiple discounts.

H3b. When price of product is low, multiple discounts (large discount first and small discount last) have a greater influence on perceived value than multiple discounts (small discount first and large discount last).

H3c. When price of product is high, single discount has a greater influence on perceived than multiple discounts.

H3d. When price of product is high, multiple discounts (large discount first and small discount last) have a greater influence on perceived value than multiple discounts (small discount first and large discount last).

2.5 Purchase Intention

Purchase intention has been widely used in the paper as a predictor subsequent purchase. Dodds et al. (1991) has defined out purchase intention means the likelihood, the probability of purchase is product. Gupta (2010) indicated that consumers make decisions based on integration of perceived price, perceived risk and convenience would influence consumer willingness to buy. In this study, we define purchase intention as consumers' aspiration for the promoted product and possibility to buy the products after seeing the advertisement message. Purchase intention has affected by perceived value. Review form the previous literatures, the higher of perceived value has a significant effect customer's will to buy the product (Ashton et al., 2010; Dodds and Monroe, 1985; Grewal et al., 1998). Chang and Wildt (1994) found that perceived value is a critical factor influencing purchase intention. Furthermore, we test the following proposition:

Hypothesis 4: Perceived value has a positive influence on purchase intention.

Chapter 3 Research Methodology

3.1 Research Framework

This framework puts how price framing of price discount option influences perceived value on online purchase intention about mental accounting. This study presents the research framework in Figure 1.

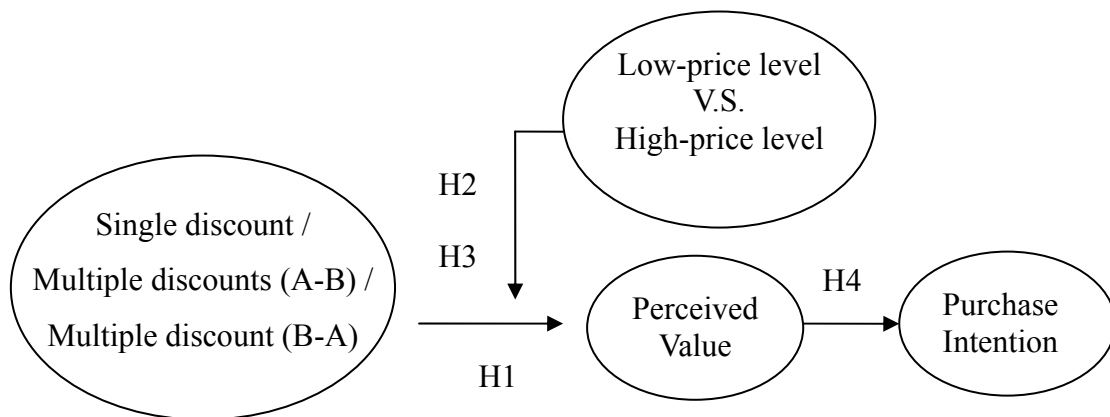


Figure 1 Research Framework

3.2 Experiment Description

An experiment of 3 {promotion types: single discount / multiple discounts (high discount first and low discount last, low discount first and high discount last)} × 2 (price level of product: low / high). The subjects were randomly assigned to one of six experimental treatments. There were price discount framing and price level of product in product (electronic dictionary and a doll) promotion message limit to the subjects. Table 1 illustrates our experimental design. A represents high discount; B represents of low discount. As a result, a total of six treatments are shown in table 1.

Table 1 Experiment Design

Message framing	Price Level	
	Low	High
Single discount	Group 1	Group 4
Multiple discounts (A-B)	Group 2	Group 5
Multiple discounts (B-A)	Group 3	Group 6

In the experiment, subjects were simply asked to complete an online questionnaire. Subjects were assigned to either high-price product (electronic dictionary) or low-price product (doll) groups; price framing: 28% off, 20%+10% off, 10%+20% off the regular

price. Each subject was randomly assigned to one of the six experimental conditions, resulting in 40 subjects attending each treatment condition. At the beginning of the experiment, participants were told read and follow the instructions on the computer screen and imagine themselves as the shopper on action page. On the first page of the computer screen, the participant was asked to answer about the consumer experience. Then, respondents received scenario information regarding the online shopping page of this experiment manipulation. To avoid being affected by other factors, assuming you have enough budgets to purchase this product, and the products for you to consider buying the brand.

There was no time limit for the online shopping trip, but they cannot communicate or discuss with others during the online shopping trip. The research variables include 6 items of perceived value, and 6 items of purchase intention. Responses were made using a five-point scale, which ranging from 1=strongly disagree to 5=strongly agree.

3.3 Manipulation checks

A pre-test was conducted in order to choose the price of products (low, high) for this experiment. The pretest was performed to correctly classify products as having low or high price awareness. Each item was measured using a 5-point Likert scale. Respondents were asked to indicate their level of agreement with statement, from 1 = low price product to 5 = high price product. Next, we considered how convenient it was for consumers it to consumers to purchase goods, and the likelihood of good being available from online auction site. The result of the pretest indicated that the electronic dictionary was perceived as the most expensive product ($M=3.63$) and a doll products class was perceived as the most cheap product ($M=2.22$). The results indicated significant difference ($t=5.451, p \leq .000$) among this two product price.

Based on the above results, two levels of price (a doll and electronic dictionary) were selected for formal study. Two levels of prices (NT\$120 and NT\$8000) were added on the page. Furthermore, to investigate the influence of difference of different level of price on product manipulation, the experiment conducted in the follows.

In the discount percentage of framing, items are mainly adopted from the studies by Black, et al. (2006) and Zhou (2007). Previous research indicated that 15% is the differential threshold for attracting consumers' attention (Black, et al.,2006). The practical experiences in retailing show that manufacturers often offer discount of 10% and 20%. So, 10% off and 20%off are determined to the low and high discount level. We offered 28% as the single discount and a 20% discount and an extra 10% discount as the corresponding multiple discounts. The two discounts are economically identical. We chose these specific percentages because we are frequently encountered in this market. The research reported in this study is the purpose known empirical effort to investigate the relationships between the framing of a price promotion in the single discount or

multiple discounts, as a large discount first or a small discount first, and whether or not the effects of these alternative ways of presenting the promotion differ relative to the price level of the promoted item.

3.4 Sample

We designed the web page as the experiment instrument. The data were gathered through an Internet questionnaire survey carried out over a period of two months from the beginning of December, 2010 to the end of January, 2011.

This survey was conducted online (www.my3q.com). We controlled 40 subjects for each group. Each item was measured on a five-point Likert scale. Respondents were asked to indicate their level of agreement with each statement, from 1= strongly disagree to 5= strongly agree. Limitations of this study, subjects must have experience of online shopping. It can be as effective questionnaires.

Chapter 4 Research Results

4.1 Measurement

We test the reliability of the price framing measurement in the Table 2. According to Cortina (1993), a Cronbach's α above than 0.7 indicates a high reliability existing in the measuring indicators. Based on the past studies, perceived value was measured using six Likert statements (Sweeney et al., 1999; Sheth et al., 1991). Purchase intention was measured using six Likert statements (Fishbein and Ajzen, 1975). So we can conclude that the reliability in our study is appropriate to test our hypothesis.

Table 2 Reliability

Construct	Cronbach's α	Source
Perceived Value	0.901	Sweeney et al.(1999) ; Sheth et al. (1991)
Purchase Intention	0.916	Fishbein and Ajzen (1975)

4.2 Relationship between Price Framing and Perceived Value

For the purpose of empirically investigating the influence of price framing on perceived, in this study used price framing as the independent variable, perceived value as the dependent variable. Table 3 lists the ANOVA results of the influence of price discount framing on perceived value. The results show that price framing has a significantly

positive influence on perceived value ($F=4.549$, $P=.012$).

Price framing of single discount ($M=3.511$) has a greater influence on perceived value than multiple discounts ($M=3.162$ and $M=3.345$), we can thus conclude H1a is supported. On the other hand, order effect of multiple discounts (high discount first and low discount last) ($M=3.162$) has a less influence on perceived value on perceived value than multiple discounts (low discount first and high discount last) ($M=3.345$), we can thus conclude that H1b is not supported.

Table 3 Influence of Price Framing on Perceived Value

Construct	DF	MS	<i>F</i>	<i>P-value</i>
Perceived Value	2	2.401	4.549**	0.012
Purchases Intention	2	2.284	3.736	0.025

* $p \leq 0.05$, ** $p \leq 0.01$, *** $p \leq 0.001$

4.3 Relationship between Price Level and Perceived Value

For the purpose of empirically investigating whether the products-price levels has difference influence on perceived value. In the table 4 and 5 present the results of an analysis of variance (ANOVA). There was a product-price effect on the significance on perceived value ($F=8.000$, $P=.005$). Price discount on the high-price product ($M_{high}=3.476$) were evaluated as more significant than those on the low price product ($M_{low}=3.203$), while there we difference on purchase intention in the price level of product ($M_{high}=3.276$ vs. $M_{low}=3.215$).

Table 4 lists the results for the interaction effect between price framing and product-price effect on the significance of perceived value ($F=4.713$, $P=.017$). The price discounts on the high-price product ($M_{high}=3.677$) of single discount were evaluated as more significant than those on the low-price product ($M_{low}=3.439$). These results support H2a. Price discounts on the high-price product ($M_{high}=3.167$, $M=3.677$) of multiple discounts were evaluated as more significant than those on the low-price production ($M_{low}=3.057$, $M=3.014$), we can thus conclude that H2b and H2c are supported. Table 5 lists the interaction effect between price framing and product-price effect on the significance of purchase intention ($F=3.327$, $P=.038$).

Table 4 Influence of Price Level on Perceived Value

Construct		DF	MS	<i>F</i>	<i>P-value</i>
Perceived Value	Price Framing	2	2.256	4.529*	0.012
	Price Level	1	3.986	8.000*	0.005
	Price Framing× Price Level	2	2.079	4.173*	0.017

* $p \leq 0.1$, ** $p \leq 0.05$, *** $p \leq 0.001$

Table 5 Influence of Price Level on Purchase Intention

Construct		DF	MS	<i>F</i>	<i>P-value</i>
Purchase Intention	Price Framing	2	2.201	3.724*	0.026
	Price Level	1	2.482	4.200*	0.042
	Price Framing× Price Level	2	1.966	3.327*	0.038

* $p \leq 0.1$, ** $p \leq 0.05$, *** $p \leq 0.001$

4.4 Relationship between Discount Framing and Price Level

For the purpose of empirically investigating whether the single discount of price framing has greater influence on perceived value on multiple discounts. Figure 2 shows the low-price product of single discount ($M_{low}=3.439$) has greater influence on perceived value than multiple discounts ($M_{low}=3.157$ and $M_{low}=3.014$).

In the multiple discounts, high discounts first and low discount last ($M=3.157$) has more influence on perceived value than low discounts first and high discount last ($M=3.014$), we can thus conclude that H3a and H3b are supported.

The high-price product of one discount ($M_{high}=3.583$) has less influence on perceived value than one of the multiple discounts ($M_{low}=3.675$), we can thus conclude that H3c is not supported. In the multiple discounts, high discount first and low discount last ($M_{low}=3.167$) has less influence on perceived value than low discounts first and high discount last ($M_{high}=3.677$), we can thus conclude that H3d is not supported.

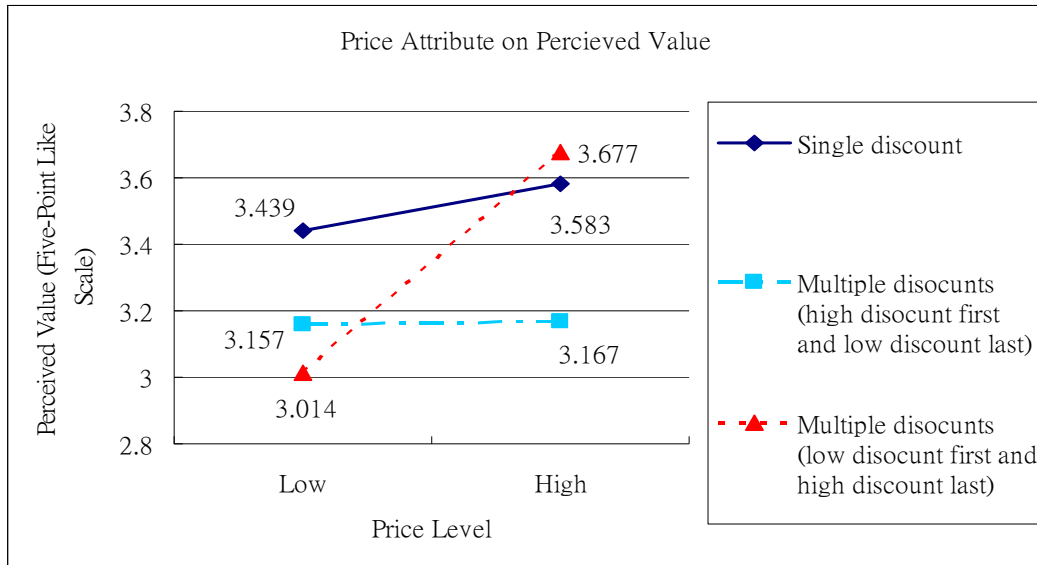


Figure 2 Influence of Price Framing on Perceived Value

4.5 Relationship between Perceived Value and Purchase Intention

For the purpose of empirically investigating the influence of perceived value on purchase intention, regression was conducted in this study. This study used perceived value as independent variable, purchase intention as dependent variable. Table 6 how the regression results of that perceived value has a significantly positive influence on purchase intention ($F=18.307, P \leq .000$), and conclude that H4 is supported.

Table 6 Influence of Perceived Value on Purchase Intention

Construct	DF	MS	<i>F</i>	<i>P-value</i>
Purchases Intention	1	3.510	18.307***	0.000

* $p \leq 0.05$, ** $p \leq 0.01$, *** $p \leq 0.001$

Chapter 5 Conclusions

5.1 Research Discussion

This study examines discount framing to prove understanding of consumer decision-making regarding purchase intention in online environment. It demonstrates how different the products' prices and discount order could influence the processing of auction page under different mental status. This study manifested that single discount and multiple discounts created differences of purchase decision-making due to the psychological status.

Price level showed as significant effect on consumers' perceived value and purchase intention. Most evidence shows that single discount has a greater influence on perceived value than multiple discounts. In the multiple discounts, we can dividend into two promotion situations. It is different consumer behavior between "high discount first" and "low discount first" on consumers' perceived value in all of promotion situation. They have the same percentage amount of a price reduction which is 28 percent off, the consumers are more attracted to the high-price products than the low-price products because they could save more money. For example, if they spent 8,000 New Taiwan Dollars they can save 2,240 New Taiwan Dollars, but if they spent 120 New Taiwan Dollars they can only save 33 New Taiwan Dollars. Therefore, in the three types of discounts, the high-price products has greater attraction than low-price products.

The results show that, in online shopping, the perceived value of single discount is the highest in the low-price product promotion situation, the second highest are the multiple discounts which is high discount first, and the lowest in the multiple discounts is the low discount first. The complexity may partially be explained in terms of the following tentative conclusion. When the product is low, consumers focuses exclusively on paying a low price. The possibility that single discount has the greatest impact in the price reduction. In the low price, multiple discounts could distract customer attention.

In the low-price product, discount framing of the single discount is more cognitively saving, consumers direct their attention to the initial message and are vulnerable to adjust their evaluations. We speculated that consumers consider to buy the product, they need to care about price gap or they need to care about less and less opportunity cost. Thus, we speculated that, the single discount could quickly attract the attention of customers purchase intention. Consumers are more sensitive to the impact of the initial information, i.e., a primacy effects. Consequently, the consumers anchor their evaluations on the first discount presented to them, and insufficiently adjust the evaluation based on the second discount, then the first discount has more weight than the second discount.

On the other hand, the perceived value of multiple discounts which is the low discount first is the highest in the high-price product promotion situation, the second highest is

the single discounts, and the lowest in the multiple discounts is high discount first. There are difference results between low-price and high-price product. When consumers consider to buy high-price product, they need to care more about product information, for example: price, color, brand reliability, awareness, warranty...and so on). The possibility that the case of a double discount, the first message (low discount first) may cause the attention of consumers. Therefore, when they received the second message (last message is more favorable discount than the initial message), it will make consumer focus more on the second discount message. As a result, recency effect would have greater effect on high-price product. It could also cause consumers to promote more willingness to buy in online environment.

Finally, to validate the argument, more attention will be paid to the double discounts information when price is high, the second discount (20% off) is expected to be more frequent in the high price condition than in the low price condition. Consumers are more sensitive to the impact of the last information, i.e., a recency effects. Consequently, the second discount has more weight than the first discount.

The study suggests that under these types of high-price product conditions, it appeared that message order (rather than value-much) mattered most for promotion message. And the end, I found that message order and price level influence message persuasion: under situational price promotion, low-price product exhibited primacy effects and high-price product exhibited recency effects.

5.2 Managerial Implications

This study has several important theoretical contributions for online auction marketers. First, discount framing has been shown both conceptually and empirically that framing effect and is influenced by price promotion. No matter what kind of method is used to discount framing, it has a positive influence on perceived value. This suggests online marketers. Price reduction is one of famous adopted tools for promoting quick and attractive wiliness to buy.

Second, we found price level of product limit has an effect on perceived value and purchase intention. In the perceived value single discount is the highest in the low-price product promotion situation. This suggests to online marketers. When price of product is low, consumers are more care about cost (ie., “how much price reduction it has”) in the online auction. In the promotion message, markers could emphasize the dollar after discount.

Third, our findings suggest it is better to use a multiple discounts for high-price items than to use single discount in the online auction. When price of product is high, each message of discount is an important influence decision of customers’ wiliness to buy. In the case, regardless brand name, multiple discounts (last message is more favorable discount than the initial message) could reduce attention other information in this product. Furthermore, multiple discounts would provide more psychological pleasure

than single discount in the high price of product. Marketers could use the sales strategy to high-price products.

The findings of this study offer Internet sales and manufactures practical suggestions for increasing their online sales and profits. Different price framing lead to different perception and deal evaluation, even the benefit received by consumers are constant. The results of this study, will helps advance knowledge of promotion strategies. It could give rise to a new insight and more innovative possibilities.

5.3 Limitations and Future Research

There are some limitations of survey research. The first limitation concerns the product used in the current study. Only two products that are common to young people were examined. Future research could examine the different product categories, such as an electronics products and beauty products and branded products.

The second limitation concerns the questionnaire. This study used the “experimental design” simulate online shopping. There are some differences in the actual situation. Future research could try to direct online shopping of consumers.

Third, this is not considered to join the brand on products. The brand has different effects that could cause the stereotype of consumption for this discount. Perhaps future research could examine the interaction between discount framing and brand name (Grewal et al.,1998) promotion situation.

Fourth, this study considered used only one level of discount values, 28% off, limits the ability to identify the boundary conditions on the effect of discount frames. We did not manipulate the depth of price reduction. Future research can compare the more varying price discount impact to purchase intention using different depth discount and promotion type. For example: provide the 10% off (or 30% off) discount reduction for the fist web page, and the provide 30% off (or 10% off) discount reduction for the last web page. Consumers could bring different mental accounting.

Finally possible areas for future research include time-limited (Teng and Huang, 2007) and amount-limited. Consumers may bring different purchase decision. We are hopeful that future research will provide more detailed results which may differentiate these views from on another.

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