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Effects of Unit Price Format on Perception of ... (Manuscript title)

By *Marry Doe* und *John Doe*

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Abstract (max. 150 words)

Unit prices are common practice in the market place. This information indicates the price of a (pre-packaged) good per measuring unit, such as per pound, quart, kilogram or liter. ...

Keywords: (max. five)

Pricing, Unit Pricing, Behavioral Pricing, Consumer Behavior, Retail.

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Executive Summary (400–600 words) [[After acceptance](#)]

When shopping for pre-packaged products, consumers are offered a variety of product and price information at the point of purchase. ...

Two studies were conducted that shed light on the influence of unit of measure on the product evaluation by the consumer. ...

[Fourth and following pages](#)

1. Introduction

The display of unit prices is mandatory in most markets.[1] ...

Previous literature on unit pricing concentrates ...

2. Review and categorization of literature

For trust following aspects are essential:[2]

- ...
- ...

3. Conceptual framework and hypothesis

3.1. Theoretical background

...

3.2. Hypotheses on ...

H1: Positive ... have positive ...

4. Empirical study

4.1. Sample design

...

4.2. Measurement and method

...

4.3. Results

...

	Unit used for calculating the unit price		Price-level perception		Quality perception		Purchase intention	
	small	large	small	large	small	large	small	large
Salami	100 g (n = 84)	1 kg (n = 67)	4.35 (1.47)	4.99 (1.52)	3.98 (1.22)	4.19 (1.21)	3.58 (1.44)	3.24 (1.50)
Tomatoes	100 g (n = 84)	1 kg (n = 67)	2.93 (.93)	3.07 (.90)	3.73 (1.06)	3.90 (1.08)	4.73 (.84)	4.65 (.92)
Straw- berry jam	100 g (n = 48)	1 kg (n = 49)	3.88 (1.33)	4.72 (1.48)	3.56 (.94)	3.90 (1.50)	3.81 (1.42)	3.26 (1.39)
Wall paint	100 ml (n = 48)	1 liter (n = 49)	3.28 (1.31)	3.84 (1.57)	3.00 (1.24)	3.39 (.86)	3.86 (1.38)	3.56 (1.38)

Notes: Scale ranges from 1 = cheap to 7 = expensive, 1 = low to 7 = high quality, and 1 = low to 7 = high purchase intention. Standard deviations in parentheses. *** $p < .001$; ** $p < .01$; * $p < .05$; † $p < .10$; ns = not significant.

Tab. 4: Effect of small and large units used for calculating unit prices on price-level perception, quality perception, and purchase intention

5. Discussion and implications

...

6. Limitations and further research

[Last pages](#)

Notes (if applicable)

- [1] For an overview of pricing concepts see Lembregts and Pandelaere (2013). ...
[2] ...

References

- Lembregts, C., & Pandelaere, M. (2013). Are All Units Created Equal? The Effect of Default Units on Product Evaluations. *Journal of Consumer Research*, 39(6), 1275–1289.
Peter, J. P., & Olson, J. C. (2010). *Consumer Behavior & Marketing Strategy*. Boston: McGraw-Hill Education.

Appendix (if applicable)

Tab. A1: ...

We are looking forward to your manuscript submissions!

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