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

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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.

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. …

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

...

<table>
<thead>
<tr>
<th>Unit used for calculating the unit price</th>
<th>Price-level perception</th>
<th>Quality perception</th>
<th>Purchase intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>small</td>
<td>large</td>
<td>small</td>
<td>large</td>
</tr>
<tr>
<td>Salami 100 g</td>
<td>1 kg</td>
<td>(n = 84)</td>
<td>(n = 67)</td>
</tr>
<tr>
<td>Tomatoes 100 g</td>
<td>1 kg</td>
<td>(n = 84)</td>
<td>(n = 67)</td>
</tr>
<tr>
<td>Straw-berry jam 100 g</td>
<td>1 kg</td>
<td>(n = 48)</td>
<td>(n = 49)</td>
</tr>
<tr>
<td>Wall paint 100 ml</td>
<td>1 liter</td>
<td>(n = 48)</td>
<td>(n = 49)</td>
</tr>
</tbody>
</table>

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


Appendix (if applicable)

*Tab. A1*: ...

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