Measuring and triggering price sensitivity of disruptive technologies

Anett Erdmann
ESIC University
José Manuel Mas
ESIC University
María de las Mercedes de Obesso Arias
ESIC University
Anhui Hu
ESIC Business & Marketing School

Acknowledgements:
The authors thank Vicente Díaz García, from the Lab ESIC TECH®, for his support in organising and carrying out the student experience in the laboratory.

Cite as:
Erdmann Anett, Mas José Manuel, de Obesso Arias María de las Mercedes, Hu Anhui (2022), Measuring and triggering price sensitivity of disruptive technologies. *Proceedings of the European Marketing Academy*, 51st, (107394)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022

Measuring and triggering price sensitivity of disruptive technologies

Abstract

The adoption of disruptive service technologies has found a broad interest in marketing research. The existing studies on planned purchase behaviour of these technologies and price sensitivity are mainly explorative identifying the factors that drive the corresponding behaviour. At the same time, customer-centric direct pricing methods, that allow to capture the created value and serve as reference for price setting, received increasing attention to price new technologies. This study consideres these perspectives jointly. We determine and compare the price sensitivity of a set of disruptive technologies (augmented reality smart glasses, 3D printer, writing robot, self-driven car, hoverboard robot) using the van Westendorp price sensitivity meter and explore how consumers' perceived acceptable price range is determined by theire beliefs respective behavioural consequences, the perceived ease of use and personal traits.

Keywords: *Disruptive technology; Van Westendorp Price Sensitivity; Planned behaviour*

Track: Pricing & Promotions