

Maximization, Acquisition Value, Transaction Value, and Consumers' Behavioral Response  
to Price

**Nitin Soni**

Indian Institute of Management Raipur

**Jagrook Dawra**

IIM Raipur

**Kanupriya Katyal**

Goa Institute of Management

Cite as:

Soni Nitin, Dawra Jagrook, Katyal Kanupriya (2022), Maximization, Acquisition Value, Transaction Value, and Consumers' Behavioral Response to Price. *Proceedings of the European Marketing Academy*, 51st, (107483)

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



# Maximization, Acquisition Value, Transaction Value, and Consumers' Behavioral Response to Price

## **Abstract**

This study shows the influence of consumer goal and strategy of maximization on their evaluations of deals and discounts. This research shows that when buyers maximize, their transaction value and acquisition value perceptions predict their behavioral response to deals and discounts. When maximization is the goal, the relationship between transaction value and the behavioral responses is mediated by acquisition value. When buyers satisfice, transaction value perceptions predict these behavioral responses to price deals, and the relationship between transaction value and behavioral responses is not mediated by acquisition value. The results also show that the relationship between value perceptions and behavioral responses varies with consumer goals.

**Keywords:** *Acquisition value; Transaction value; maximization*

**Track:** Pricing & Promotions