

Broadening the Decision Frame: The Role of Quantitative and Qualitative Information in Reducing Price Importance for Virtual Goods

Marcel Mallach

University of Kaiserslautern-Landau

Julian Preiss

University of Kaiserslautern-Landau

Stefan Roth

Technische Universität Kaiserslautern

Cite as:

Mallach Marcel, Preiss Julian, Roth Stefan (2025), Broadening the Decision Frame: The Role of Quantitative and Qualitative Information in Reducing Price Importance for Virtual Goods. *Proceedings of the European Marketing Academy*, 54th, (125778)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



Broadening the Decision Frame: The Role of Quantitative and Qualitative Information in Reducing Price Importance for Virtual Goods

Abstract:

Consumers often rely on price as the primary attribute when making purchasing decisions, particularly in contexts where other evaluative attributes are less accessible or tangible. This study examines how the presentation of quantitative metrics (price per play hour) and qualitative descriptors (e.g., “better price-to-playtime relationship”) influences consumer decision-making in the context of video games. Using a 2x2 factorial experimental design, we explore these information cues' independent and combined effects on the perceived importance of price, playtime, and the price-to-playtime ratio. The findings reveal that both quantitative and qualitative information significantly reduce price importance, encouraging consumers to adopt a broader evaluative frame. The interaction between these information types was not significant, suggesting they operate independently. The study extends the application of price metrics—traditionally studied in grocery retailing—to virtual goods.

Keywords: Framing Effects, Consumer Decision-Making, Price Metrics

Track: Pricing and Promotions