

The effect of language on perceived price complexity and the resulting purchase behavior

Gal Mazor

Bar-Ilan University

Dikla Perez

Bar Ilan University

Ann Kronrod

University of Massachusetts, Lowell

Cite as:

Mazor Gal, Perez Dikla, Kronrod Ann (2023), The effect of language on perceived price complexity and the resulting purchase behavior. *Proceedings of the European Marketing Academy*, (117131)

Paper from the EMAC Regional Conference, Athens, Greece, September 27-29, 2023



The effect of language on perceived price complexity and the resulting purchase behavior

Abstract

Reassert showed that the perceived complexity of the price alters perceptions of offer fairness and may influence consumer reaction toward an offer. Acknowledging the extent to which price perceptions depend on the way marketers communicate prices, the current research investigates a way to reduce perceived price complexity and influence perceptions of offer fairness as well as consumer responses toward the offer. A field experiment shows that merely adding “That’s it” after the advertised price can increase consumer engagement with the offer. Three online studies replicate this effect and demonstrate that the addition of “That’s it” reduces perceived price complexity and increases perceptions of offer fairness, thereby positively influencing attitudes toward the offer.

Keywords: *Language, price, complexity*