

EFFECT OF LOW-PRICE AND HIGH-PRICE PRODUCTS THE DEPTH OF THE PROMOTION OPTIONS ON MESSAGE FRAMING AND NOMINAL PERCENTAGE DISCOUNT

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Abstract

This research aims to analyze the effect of low-price and high-price products as well as the depth of the promotion (low-depth and high-depth) of message options a nominal and percentage discount on framing. With a choice of messages a nominal and percentage discount framing is not appropriate on the low-price and high-price products as well as the depth of the promotion will lower consumer buying interest.

This is divided into two research studies, namely studies 1 test the influence of low-price products and high-price products to the discount percentage framing messages option and nominal with 31 sample. Use laboratory experiments and data processing using multinomial logit with chi-square test. Study 2 tested the influence of the depth of the campaign against the selection of message framing and a nominal percentage with 41 sample. Use laboratory experiments and data processing using multinomial logit with chi-square test.

Research findings indicate how low-price products (AMDK) and high-price products (smartphone) affect consumers' choice of message framing and a nominal percentage discount and how the depth of promotions (smartphone) influencing consumer choice of message framing and a nominal percentage.

Keywords: *message framing, low-price product, high-price product, low-depth promotion, high-depth promotion.*

INTRODUCTION

Program promotion is one way to increase sales of the company. Promotional programs that were encountered are discounts or rebates. This piece discount program delivery can be communicated through message framing. Message framing is an attempt to direct the focus of consumers as recipients of the message. Framework of message framing is: consumers will have different responses to different framing (Kuhberger, 1988 in Lee 2008). Rebates sometimes packed in two types of message framing the nominal (e.g. "enjoy a discount of Rp 65,000 per purchase 1 unit of product X") and percentage (e.g. "enjoy discounts up to 45% of each purchase of one unit of product X").