Contents

Appendix of Sources
Timeline
Legends in Marketing
Legends in Marketing: Kent B. Monroe
Volume Introduction: Psychophysics and Processing of Price Information
by Chezy Ofir and Matti Rachamim

The Beginning: Adapting Psychophysics to Study How Price Information Is Processed

1. The Information Content of Prices: A Preliminary Model for Estimating Buyer Response

2. The Concept of Price Limits and Psychophysical Measurement: A Laboratory Experiment (with M. Venkatesan)

3. Measuring Price Thresholds by Psychophysics and Latitudes of Acceptance

4. "Psychophysics of Prices": A Reappraisal

5. The Influence of Adaptation Levels on Subjective Price Perceptions (with Albert J. Della Bitta)

Identifying the Domain of Behavioral Pricing Research

6. Buyers' Subjective Perceptions of Price

7. Buyers' Perceptions of Price: An Update of the Evidence (with Susan M. Petroshius)

Contextual Influences on Price Perceptions

8. Objective and Subjective Contextual Influences on Price Perception

9. Contextual Influences on Subjective Price Perceptions (with Albert J. Della Bitta and Susan L. Downey)

10. Automatic Construction and Use of Contextual Information for Product and Price Evaluations (with Rashmi Adaval)
11. The Effects of Framing Price Promotion Messages on Consumers' Perceptions and Purchase Intentions (with Shih-Fen S. Chen and Yung-Chien Lou) 156

12. The Influence of Price Differences and Brand Familiarity on Brand Preferences 177

Processing Price Information: Incorporating Memory and Numerical Cognition Issues

13. Recall versus Recognition as a Measure of Price Awareness (with Christine P. Powell and Pravat K. Choudhury) 193
14. Remembering versus Knowing: Issues in Buyers' Processing of Price Information (with Angela Y. Lee) 206
15. Memory-Based Store Price Judgments: The Role of Knowledge and Shopping Experience (with Chezy Ofir, Priya Raghubir, Gili Brosh, and Amir Heiman) 239
16. Effects of Inter-store and In-store Price Comparisons on Price Recall Accuracy and Confidence (with Tridib Mazumdar) 259
17. The Effects of Buyers' Intentions to Learn Price Information on Price Encoding (with Tridib Mazumdar) 280
18. Do Consumers Process Prices Like Numbers: Comparative Judgments of Numerals and Prices (with Lan Xia) 296
19. A Reexamination of Frequency-Depth Effects in Consumer Price Judgments (with Ashok K. Lalwani) 307

Perspectives of Other Scholars

20. A Different View on Pricing by Vicki G. Morwitz and Eesha Sharma 321
21. Commentary on Legends in Marketing: Kent B. Monroe, Volume 1 by Russell S. Winer 333

Chezy Ofir Interviews Kent B. Monroe

22. Psychophysics and Processing of Price Information: Some Key Questions 339

About the Editors and Contributors 345