

---

LenaHimbert

# Unit Pricing

Empirical Investigations of its Influences  
at the Product and Retailer Levels

With a foreword by Prof. Dr. Stefan Roth

 Springer Gabler

# Table of Content

<b>Table of Content</b>	<b>IX</b>
<b>List of Figures</b>	<b>XI</b>
<b>List of Tables</b>	<b>XIII</b>
<b>List of Abbreviations and Acronyms</b>	<b>XVII</b>
<b>List of Symbols</b>	<b>XIX</b>
<b>1 Introduction</b>	<b>1</b>
1.1 Motivation	1
1.2 Objective and Research Questions	3
1.3 Structure	8
<b>2 Categorization and Review of Unit Price Research</b>	<b>13</b>
2.1 Legislation and the Importance of Unit Prices in the Marketplace	14
2.1.1 Package Downsizing	18
2.1.2 Quantity Discounts	21
2.1.3 Quantity Surcharges	22
2.2 Categorization of Unit Price Literature	26
2.2.1 Overview Behavioral Pricing Literature	26
2.2.2 Classification of Unit Price Literature	46
<b>3 Previous Research and Theoretical Background</b>	<b>79</b>
3.1 Previous Research in Relevant Fields of Research	80
3.1.1 Framing of Quantitative Information	80
3.1.2 Price-Quality Relationship	86
3.1.3 Store Price Image	110
3.2 Theoretical Background	120
3.2.1 Unit Price Usage	121
3.2.2 Influence of Unit Price Format on Price-Level Perception	127
3.2.3 Influence of Unit Price Format on Quality Perception	131
3.2.4 Influence of Unit Prices on Store Price Image	134

<b>4</b>	<b>Development and Empirical Testing of Hypotheses</b>	<b>137</b>
4.1	Influence of the Unit Price at the Product Level	137
4.1.1	Hypotheses Development	137
4.1.2	Experiment 1: Unpackaged Goods	141
4.1.3	Experiment 2: Pre-Packaged Goods	168
4.1.4	Discussion	188
4.2	Influence of the Unit Price at the Retailer Level	190
4.2.1	Hypotheses Development	192
4.2.2	Experiment 3: Influence of Unit Price on Store Price Image	202
4.2.3	Experiment 4: Influence of Unit Price Prominence on Store Price Image	219
4.2.4	Discussion	232
4.3	Implications for Retailers, Research and Legislature	236
4.3.1	Managerial Implications	236
4.3.2	Implications for Research	238
4.3.3	Implications for Legislature	239
<b>5</b>	<b>Concluding Remarks</b>	<b>241</b>
5.1	Summary	241
5.2	Limitations	243
5.3	Future Research	245
	<b>References</b>	<b>253</b>
	<b>Appendices</b>	<b>287</b>