

Which way to present product information is best for higher purchase intention

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Abstract: This study examined how customers' preference and purchase intention change depending on presentation type of information. Products' information was manipulated on scale and order dimension. Participants made a decision on three situations choosing music(mp3) download plan, cell phone data plan, drinks voucher plan for a coffee shop as well. All stimuli were appeared through the computer monitor in laboratory. Preference and purchase intention were measured by 7 likert scale on two kinds of plans presented in two different scales. Findings show that consumers had more preference and purchase intention when the product's information was displayed on an expanded scale than on a contracted scale. Unfortunately the displaying order didn't have any significant impact on preference of products. However, effect of an order on preference appeared differently depending on the product type. In case of the music plan, price-first condition was most preferred type of information.