The Effect of Progressive Frames and Prior Knowledge on Purchasing Intention of Scarcity Messages

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Introduction

Scarcity message is one of the effective marketing tactics in the domain of innovation products. In the course of a limited quantity sale, the marketer or retailer can frame the progress of the scarcity message differently. For example, marketers can use sales quantity focus message and remaining of number of message. Specifically, sales quantity focus message, such as, message 2,000 of 4,000 were sold. Remaining of number of message, such as, message of 2,000 remaining among the 4,000 products. To improve the effect of scarcity message, this current study focuses consumer’s product prior knowledge. Marketer can directly control the progress of the scarcity message.

In the case of the remaining quantity focus messages, the remaining quantity of the product may be focused, which may lead to a limited opportunity for purchase. On the other hand, in the case of the sales quantity focus message, the sales quantity of the product is focused, and the result of the selection of the other person can serve as a clue to the information that he does not have. However the effectiveness of the progress frame of the scarcity message may depend on the prior knowledge of the product that the consumer has. Consumers with a high degree of prior knowledge of the product have relatively well-structured information about the product. Having structured information about a product means that it does not deal exclusively with the outcome of the external selection. It can be expected that the purchase intention is higher by perceiving the value of the product higher when there is a clue of the residual focus message which has limited opportunities to purchase.

Method

This study conducted an experiment the idea and hypothesis we suggested 2prior knowledge level of the product x 2progress of the scarcity message between subject experiment was conducted.

We measure the prior knowledge of limited wireless airpod and manipulate the progress of the scarcity message. Then, we measured the purchase intention.

Results

The result of the experiment supports the hypothesis. Specifically, this residual quantity focus message such as, only 2,000 out of 4,000 were left, can be expected to be a more effective message strategy for consumers without prior knowledge, because it focuses on the available alternatives and makes purchasing more tense. On the other hand, the sales volume focus message 2,000 of 4,000 were sold, can be expected to be a more effective message strategy for consumers who do not have prior knowledge, because they focus on the selection result of others and act as information clues.

Discussion

This study is meaningful in that it presents a message strategy that can effectively present frames of scarcity progress messages in a limited product sales situation.

References


