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THE EFFECT OF RED PRICE DISPLAY ON CONSUMER PURCHASE INTENTION
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Abstract

This study examines the effect of red price displays on consumer purchase intention in comparison to traditional black price displays. Drawing on theories of color psychology and visual salience, the research investigates whether red pricing enhances consumers' willingness to purchase. A quantitative experimental design was applied using an online survey distributed through Qualtrics. Participants were randomly assigned to either a control condition with black price displays or an experimental condition with one red price display. Purchase intention was measured using a validated three-item Likert scale. Data were collected from 168 participants aged 16 to 74 and analyzed using descriptive statistics and independent sample t-tests.

The findings show that although participants exposed to red price displays reported slightly higher purchase intention, the difference was not statistically significant. This suggests that red pricing alone may not substantially influence consumer purchasing behavior. The study contributes to existing literature by providing empirical evidence on the limited effectiveness of color-based pricing strategies and offers practical implications for retailers and marketers.