

# THE INFLUENCE OF OUTCOME FRAMING AND PRICE INFORMATION IN ONLINE SHOPPING

*Fei-Fei Cheng, National Chung Hsing University, Institute of Technology Management, 250, Kuo Kuang Rd, Taichung City 402, Taiwan, +886-4-2284-0515#619, feifei.mis@gmail.com*  
*Chin-Shan Wu, Tunghai University, Department of Information Management, 181, Section 3, Taichung Port Road, Taichung City 40704, Taiwan, +886-4-2359-0121#359, cswu.mis@gmail.com*

## ABSTRACT

This article reports on an experiment that examines the influence of outcome framing message and price information on Internet shopper' judgments regarding attitude, purchase intention and willingness to pay (WTP). The results suggested that participants' WTP was significantly influenced by the price embedded in the banner advertisement. Further, significant interaction effect of positive/negative outcome framing messages and high/low reference prices embedded in a banner indicated that appropriate manipulation of both messages enhances the effects of information presentation on Internet shoppers' attitude toward the product.