EFFECT OF TOURISTIC PACKAGE ADVERTISE PRICE PRESENTATION ON CONSUMER INTENTIONS
A Study of Pernambuco Tourists – Brazil.

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The objective of this study was to verify the effect of touristic package advertise price presentation, moderated by behavioral and demographics characteristics, on the price perception, word of mouth, in consumer buying intention. An experimental in-between groups design was adopted. The price format was manipulated as: price control, price comparison, price installments, dollar price and discounted price in percentage. Each respondent was presented to only one manipulated condition. Results shown that the advertising with the price of the package in comparative format ‘of R $ 2,285.00 for only R $ 1,599.00’ increased by 27.1% the purchase intention and, 27.7% of word of mouth when compared to the control price. On the other hand, it was the price presented in dollar that generated greater awareness of “cheap price”. This research contributes theoretically to the advancement of the knowledge when it supports that distinct ways of price presentation influences consumers’ intentions to buy, and it also demonstrates that even though comparative price generates greater buying intention, word of mouth, and lower perception of high price, as founded on the reviewed literature, this price format may not be relevant to certain profiles of tourism product consumers.

KEY WORDS: Price presentation, tourism package advertising, buying intention, Recife, Brazil.