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So, Will That Be All? The Influence of Promotional Frame on Consumer's Behavior: an Experimental Study

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Abstract
The way that advertising message is presented can influence the perception and the behavior of the retail consumer. The study exam the influence of different promotional retail frames ("Sales" *versus* "Today Only") on consumer product perceived quality and purchase intention, within a recognized and an unrecognized brand of notebook. An experiment designed as 2X2 factorial model (2 promotional frames and 2 situations of brand awareness) was performed with 112 undergraduate students with a decision-maker profile at São Paulo, Brazil. The results show that the "Today Only" frame has a positive influence on the consumer purchase intention, in both, recognized and unrecognized brand situations. In addition, the "Today Only" frame had an effect on the product perceived quality only in the unrecognized brand situation. The study aid to amplify the understanding of the subject, to verify if the impact of promotional frames varies according to product's awareness and assist in directing future studies.
Keywords: Strategy, marketing, promotional frame, consumption behavior.

1. INTRODUCTION

The retail market is known by the variety of products offered, the negotiation of price, the creativity in communication and interaction with consumers (GELMAN; PARENTE, 2008). Those characteristics reflect on the degree of competition and challenges faced by the storekeepers in the dispute for clients. The high level of competiveness in this sector tend to demand investments in offers and promotional campaigns in order to attract new clients and distinguish the storekeeper.

In the national scenery of Brazil, some traditional retail stores as, "Casas Bahia", "Lojas Americanas", "Magazine Luiza", "Ricardo Eletro" and "Ponto Frio", invest in advertisement and marketing campaigns, and also, make use of different promotional frames (shapes/incentive expression) to rise the interest of the consumer and its purchase intention (BARBOSA, 2015). Those retailers make use of expressions such as, "sales", "best deals", "discount" and "sale off" on their campaigns to all products, from recognized or unrecognized brands. Expressions such as "Sales" and "Today Only" (or "Only Tomorrow") have been used as well (AMERICANAS, 2016; MAGAZINE LUIZA, 2016). These shapes/expressions on the context of promotional advertisement tend to make offers more appealing and work as a stimulus to consumer's purchase.

The Framing Effect Literature describes that the way an advertisement message is presented can affect the perception and behavior of consumers (KAHNEMAN; TVERSKY, 1984; OLSEN; SLOTEGRAAF; CHANDUKALA, 2014). Thereby, promotional frames are frequently used for advertisement of prices, for example, the strategy of fractional prices (e.g. $9.99) to indicate an opportunity of an attractive buy and stimulates the consumer behavior (TONI; MAZZON, 2001; HEIL; HELSEN, 2001). Indeed, the marketing literature has several examples of promotional frames being used for communication of offers, brands, products and especially of price, because it is one of the factors that directly affects the consumer product perceived quality and purchase intention (KOTLER; KELLER, 2012; TONI; MAZZON, 2011;

BOTELHO; URDAN, 2005; HEIL; HELSEN, 2001; VARKI; COLGATE, 2001; CHEN; MONROE; LOU, 1998; GREWAL *et al*., 1998).

In the academic point of view, however, there is still the need to understand better the effect of the use of promotional frames in the retail sector (VIEIRA; MATOS, 2012; OLSEN; SLOTEGRAAF; CHANDUKALA, 2014; AURELIANO-SILVA *et al*., 2015), especially in the situation of a product of recognized and unrecognized brand by the market. Furthermore, the use of expressions "Sales" and "Today Only" has not being tested by researches previously. Among the few studies on promotional frames, Vieira and Matos (2012), for example, investigated the effect of different type of price presentation of high value products (over R$ 1500.00) and revealed the existence of a positive impact on consumer's perception, especially when it presents the relative advantage and the assumption of supposed discount. About brand awareness, Olsen, Slotegraaf and Chandukala (2014) used the theory of framing effect in the study of green products brands and revealed that persuasive message with promotional frames can stimulate the consumer's first contact with the unrecognized brand and influence the consumer product perceived quality and purchase intention.

On this context, we decided to conduct the present study with the scientific question: **What is the effect of different retailer's promotional frames on product perceived quality and consumer's purchase intention in the context of recognized and unrecognized brands?** Therefore, the aim of this study is to evaluate the influence of different retailer's promotional frames (that is, "Sales" *versus* "Today Only") on the product perceived quality and consumer's purchase intention, in both recognized and unrecognized brands. Therefore, an experiment designed as 2X2 was performed with two promotional frames and two brand awareness situation. Undergraduate students from a private university of São Paulo City (Brazil) that had a purchase decision profile for notebook were evaluated. From a theoretical point of view, the study can contribute to amplify the understanding of the subject, verify if the impact of promotional frames varies according to products awareness (recognized and unrecognized brand) and assist in directing future studies.

This article is structure in five sections. Besides this introduction, it has an initial literature review, then the methodology, results presentation/analysis and at last, the conclusion of this study.

2. LITERATURE REVIEW

This Section introduce a brief theoretical discussion about framing effect and the brand effect on attitude and behavior of consumers, addressing the present study into their major research field. At the end, the hypothesis of the research stablished by the literature review and the aims of this study are presented.

2.1 Brand Effect

A few studies have shown the effect of brand on the attitude and behavior of consumers (SALLAM, 2014; FISCHER; VÖLCKNER; SATTLER, 2010; SOOD; KELLER, 2012; TORELLI *et al*., 2012; BOTELHO; URDAN, 2005; AAKER, 1997). Grewal *et al.* (1998), for example, analyzed the effect of brand (two brands) on consumer's evaluations (shop's view, product perceived quality and value) and purchase intention on the retail sector (two retail chain). The results of the experiment with 309 undergraduate students lead to believe that the brand has an influence on the consumer price expectations, that the image of the brand has an influence on consumer purchase intention, that consumers highly educated are more influenced by the brand; that consumers with lower level of education are more influenced by price/discount.

The study of Baek, Kim and Yu (2010) did an empiric analysis on the impact of brand credibility and prestige on the consumer purchase intention in four different categories (wear, perfumery, disposable batteries and headache painkillers). The study was conducted by survey (online) of 152 undergraduate students, and data analyzed by the Structural Equation Modeling. The results of this study suggest that the brand credibility can influence the product perceived quality and increase the consumer purchase intention. In addition, shows that the brand prestige makes a positive influence on the consumer purchase intention, mediated by the product perceived quality, the value of information stored and the perception of risk.

On the other hand, Wang and Yang (2010) investigated in a survey with 469 interviewers, the effect of brand credibility on the purchase intention of automobiles (15 brands), also the moderating role of the brand awareness by the market. The results of this study show that the brand credibility has a positive significant impact on the consumer purchase intention and the brand image and awareness has a moderating role in between brand credibility and consumer purchase intention.

Ultimately, Gunasti and Ross Jr. (2010) analyzed the effect of alphanumeric brands on the consumer's behavior and revealed that it influences both, product perceived quality and intention to recommend the brand. Salciuviene *et al.* (2010) evaluated the effect of brand named in a foreign language and identify, for example, that brand names in French are more notice as hedonistic, probably because France has an image with hedonistic characteristics. Among, the study from Frederico *et al.* (2014) of the retail sector suggest that brands attributes can influence the product perceived quality, consumer's satisfaction and the intention of recommending the store.

2.2 Framing Effect Theory

According to the Framing Effect theory, the way that the information is presented to the individual affect its perception and behavior, and can lead the individual to judge in different ways certain message (KAHNEMAN; TVERSKY, 1984; LEVIN; GAETH; SCHREIBER; LAURIOLA, 2002). This theory, originated in Psychology, has been used to understand how consumers process a promotional message and to verify the influence of different promotional frames on the consumers perception and purchase intention (OLSEN; SLOTEGRAAF; CHANDUKALA, 2014; JAIN; AGRAWAL; MAHESWARAN, 2006; ISABELLA *et al.*, 2012). The Framing Effect can lead the individual to make a decision in a superficial matter, without making a critical analysis of the message/communication received (KAHNEMAN; TVERSKY, 1984).

Isabella *et al.* (2012), however, analyzed the influence of Framing Effect (different discount types: absolute value *versus* percentage) on the consumer (purchase intention and product perceived quality), by laboratorial experimental involving 158 high education students from São Paulo region (Brazil). The study conclude that the Framing Effect has an impact on the consumer choice. When the amount of the discount is presented in percentage, there is a higher impact on consumer's behavior, within purchase intention and product perceived quality. The results also suggest that the product perceived quality is a moderator factor for consumer purchase intention, presumably because it is associated with pricing structure of the brand/product.

Aureliano-Silva *et al.* (2015) also study the influence of Framing Effect (different discount types: absolute value *versus* percentage) on consumer purchase intention and product perceived quality, but this study was conducted with crowding store environment. The study was structured in two experiments with 179 undergraduate students from São Paulo (Brazil). They identified that when there is a crowding store environment, the percentage discount type has a positive influence on consumer purchase intention. In addition, the results show that store

managers must make use of discount in absolute value when there is no attribute to the product and discount in percentage when there is product attribute. However, in contrast with Isabella et al. (2012), they did not find an effect of discount presentation format (absolute amount *versus* percentage) on the consumer product perceived quality.

Another study from Aureliano-Silva *et al.* (2015) evaluate the effect of brand on advertisement with different promotional frames ("discount" *versus* "saving"), within recognized and unrecognized brands on the market. The experiment research with 178 undergraduate students showed that the promotional frame "discount" has a positive influence on consumer's evaluation in both brand awareness (recognized and unrecognized). Both brands have been well evaluated, possibly because the term "Discount" suggest more benefit to the consumer than the term "Saving". Nonetheless, the recognized brand had a more positive influence on consumer purchase intention and product perceived quality than the unrecognized brand.

Presently in Brazil, expressions as "Sales" and "Today Only" have been common promotional frames for recognized and unrecognized products in retail megastores, such as, "Lojas Americanas" and "Magazine Luiza". The term "Sales" is more common and express offer of outlet products and with lowest prices, as "Today Only" (less frequently used) inform offers of products with promotional deals, but just for a short period of time (e.g. Flash Sales). Some retailers are beginning to make more use of the "Today Only" as a strategy to maximize the perception of economic benefits and to distinguish promotional campaigns. Therefore, considering also that the Framing Effect has an impact on consumer choice (JAIN; AGRAWAL; MAHESWARAN, 2006; ISABELLA *et al*., 2012; OLSEN; SLOTEGRAAF; CHANDUKALA, 2014), it is expected that the promotional frame "Today Only" have a more positive influence on the consumer purchase intention and product perceived quality, than the "Sales". This is because "Sales" is associate with outlet and can transmit the idea of a product that could not be sold; that it is outdated and stuck in stock.

In the retail marketing, it is known that the consumer sometimes lean on the brand to make purchase decision (SALLAM, 2014; KOTLER; KELLER, 2012; FISCHER; VÖLCKNER; SATTLER, 2010) and several studies show the influence of brand (recognition, image, credibility and prestige) on consumer behavior (SALLAM, 2014; FISCHER; VÖLCKNER; SOOD; KELLER, 2012; TORELLI *et al*., 2012; SATTLER, 2010; AAKER, 1997). In addition, considering the results presented by Aureliano-Silva *et al.* (2015b), that point it out the influence of the promotional frame on consumer's evaluations in a recognized and unrecognized brand scenery, although the recognized brand has a higher influence on the consumer intention to recommend and product perceived quality. It is believed that the promotional frame on retail advertisement would have a higher positive influence on consumer purchase intention and product perceived quality in an unrecognized brand situation because the consumer, in this case, can depend less on the brand to make a purchase decision (FISCHER; VÖLCKNER; SATTLER, 2010; KOTLER; KELLER, 2012; SALLAM, 2014).

2.3 Hypothesis of the research

The theory of Framing Effect support that the individual reacts differently depending on the way that information is presented to them (KAHNEMAN; TVERSKY, 1984). In the retail sector, the use of promotional frame it is very common for communication with consumers, especially in advertisement of new products and price campaigns. It is believed that (**H1**) the promotional frame "Today Only" (*versus* "Sales") will have a positive influence on consumer purchase intention of recognized brand, and that (**H2**) the frame "Today Only" (*versus* "Sales') will have a positive influence also in consumer purchase intention of unrecognized brand.

Based on the Framing Effect theory, the perception of win and losses will depend on the way the message is presented and processed by the consumer (OLSEN; SLOTEGRAAF; CHANDUKALA, 2014; JAIN; AGRAWAL; MAHESWARAN, 2006). From a believe that the promotional frame can influence the consumer purchase intention and product perceived quality, we state that (**H3**) the promotional frame "Today Only" (*versus* "Sales") will have a higher positive influence on the product perceived quality of recognized brand, since the term "Sales" refers to outlet and/or minor defects products. Furthermore, in the same way, (**H4**) the promotional frame "Today Only" (*versus* "Sales") will have a higher positive influence on the consumer product perceived quality of unrecognized brand.

3. METHODOLOGICAL ASPECTS

The present study involved the application of experimental research to test stablished hypothesis. The experimental was designed in a 2 X 2 factorial model (meaning, 2 promotional frames: "Sales" *versus* "Today Only"; and two brand awareness: recognized and unrecognized). Based on Cooper, Schindler and Sun (2006), experiment is the method of research that allows the researcher to alter variables of interest systematically (i.e., independent variables) and verify the effect of determinate dependent variable and/or objects of study (e.g. notebook consumers). In an experimental research, there is at least one independent variable and one dependent variable (MONTGOMERY, 2001). In the present study, the independent variables are promotional frames and brand names (both of them with two levels); and the dependents variables are product perceived quality and consumer purchase intention.

3.1 Procedure of stimulus definition

A research was made with the method Focus Group in order to define the stimulus that were going to be used (promotional frames and brand) in this present study. First, the research was conducted with 12 undergraduate students from a private University in São Paulo, Brazil (n=12). At the beginning of the section, the students spoke what they understand about the term promotion. Second, they spoke about the most common expressions (frames) used in retail advertisements in their opinion, that result on the followers: "Discount", "Sales", "Today Only", "Total Clearance" and "Sale Off". The students than decided, in consent, two suitable frames for promotional advertisement of notebook and that could be more suitable to increase sales, preserving the perceived quality of the product/brand. The first frame to be chosen was "Sales", something that refers to the idea of stock clearance and attractive price. The second frame was "Today Only", something that communicate about the existence of a flash sale (short period) and the opportunity of an attractive purchase. Therefore, in the present study, those were the two promotional frames defined.

In order to choose the brands, the same students named the most popular brands in the Notebook category. The brands mentioned were: Dell, LeNovo, Positivo and Samsung. The brand Dell was chosen, by unanimous decision, as the most well known brand. Later, the students suggest names of brands that did not exist in the brazilian national market and that would be suitable for Notebook market. Eventually, the brand Tigguer was chosen because it is an arbitrary name and unknown to all the students from the Focus Group. Before the inclusion of Tigguer brand in the experiment, a brief explanatory consultation (survey) was made with 20 different undergraduate students to verify if somebody knew about the brand (n=20). As it turned out, nobody acknowledge the brand, the name Tigguer was than selected to represent the unrecognized brand. To define the price of notebook sale, it was used some comparison shopping websites (www.bonfaro.com.br; www.buscape.com.br; www.fastshop.com.br) and the average price found R$ 1499.00 was defined for a notebook with the following

configurations: Intel Core i7, DVD, SD, HDMI, Bluetooth, 2GB Graphic Card, LED 15“, 3D and Windows 8.1.

3.2 Sampling and data collection methods

The population of this study is consisted by undergraduate students of the Administration course from the night shift of a private university in São Paulo (Brazil). The majority of the students have a gainful occupation and a purchase decision making profile. The study was conducted with two experimental groups during the second semester of 2015: the first group of 58 students that evaluated the advertisement with the promotional frame “Sales” in the context of recognized and unrecognized brand; and the second group of 54 students that evaluated the advertisement with the promotional frame “Today Only” in the context of recognized and unrecognized brand. Thus, the total sample of this experiment was 112 participants. Regarding the selection of sample elements, the sampling strategy is classify as non-probability and convenience (FIELD, 2009). This was observe on the random criteria to distribute the questionnaire to the surveyed individuals (randomness of assessed advertisement), as required to an experimental study (COOPER; SCHINDLER; SUN, 2006; MONTGOMERY, 2001).

The data collection method consisted in the application of a self-administered questionnaire at University environment (in class). The research instrument (questionnaire) was structured in three parts. The first (Part 1) informed the purpose and relevancy of the study (investigation about electronic product), and requested an analysis of the notebook advertisement by the respondent. The control question for this questionnaire was the brand awareness (this brand is indeed recognized). Next step (Part 2), the respondent could express his purchase intention and perceived quality of the product. To measure the consumer purchase intention it was used four (4) affirmatives, adapt from Tripp, Jensen and Carlson (1994) and Chiou, Huang and Chuang (2005): I would buy this notebook today; I will consider this notebook on my future purchase; I would change my notebook to the one advertised; No doubt, I would buy the notebook advertised. As a measurement of the consumer perceived product quality, three (3) affirmatives were employed, adapted from Miyazaki, Dhruy e Ronald (2005): I notice that this notebook has quality; I notice that this notebook is trustful; I notice that this notebook is distinct. To verify the promotional frame at the advertisement (Part 3) three (3) affirmatives were applied: the price of the notebook advertised is too low; the price of the notebook advertised is accessible; this notebook sale is very good. For all affirmatives a Likert scale of 7 points was applied, as 1=“totally disagree” and 7=“totally agree”. At the end, the respondent informed their personal data, including gender, income, monthly expenses and marital status.

3.3 Data analysis method

The scales of measurement applied were validated by the Exploratory Factor Analysis (EFA). The methods of factor rotation Equamax and Principal Component Analysis were used, and confirmed the existence of two dimensions of dependent variables: consumer purchase intention and product perceived quality. As recommended by Hair Jr *et al.* (2006) e Field (2009), the Kaiser-Meyer-Olkin (KMO) index was applied (result 0.821) and confirmed the sample adequacy to the Exploratory Factor Analysis. The intern consistency of the factors was verify by the Cronbach’s alpha, and showed a high score for consumer purchase intention (α=0.88) and product perceived quality (α=0.82) (HAIR JR *et al.*, 2006; FIELD, 2009).

Following, statistical techniques were applied in a descriptive analysis of the data (mean, standard deviation, minimum and maximum limits). The analysis of variance (ANOVA)

was used to evaluate the difference between groups, in a confidence interval of 95% and a probability of $p<0.05$ ($\alpha= 5\%$), as proposed by Hair Jr *et al.* (2006) and Field (2009). The Cohen Kappa index was used to classify the effect size, as a result the effect was consider low when ≤0.20; regular >0.20 and ≤0.50; high when >0.50, as suggested by Field (1999). The *t Student* and omega squared (ω) were also applied to analyze the result with ANOVA. The statistical software SPSS for Windows version 18 was used execute the statistical analyses of the results.

4. PRESENTATION AND ANALYSIS OF THE RESULTS

The sample of this study consist in two groups of undergraduate students of an Administration course from a private university at São Paulo (Brazil) and with a purchase decision-maker profile. The first group has 58 students (52% of the total) that evaluated the advertisement with the frame **Sales**. The second group has 54 students (48%) that evaluated the advertisement with the frame **Today Only**. The total sample consists in 112 individuals, within 42 were men (38%) and 70 were women (62%), age average of 27 years and average-income declared of R$ 1945.09. In addition, 19% of the students (21 individuals) declared being married and 81% single (91 individual).

4.1 Results from the experiment

The manipulation check of promotional frame had the expected effect (**Today Only**$_{mean}$=4.50 and standards deviation/σ=1.53 *vs.* **Sales**$_{mean}$=3.35 and σ=1.71), showing a *t* (110) =3.765 and p-value/$p<0.01$; a mean difference between the conditions (m=1.15) and an effect size considered high (d=0.71), based on Dancey e Reidy (2011). The confidence interval was 95% to the mean difference of the estimated population (CI=0.55; 1.76). The manipulation check of brand awareness also revealed expected effect results (**Dell**$_{mean}$=6.78 and σ=0.53 *vs.* **Tigguer**$_{mean}$=2.05 and σ=1.70); showing a *t* (110) =19.258 and $p<0.01$; a mean difference between the conditions (m=4.73; σ=4.26; CI=4.27; 5.20). The results confirm that the main effect of promotional frame is on the variable consumer purchase intention (with an F (1.111) =15.846, $p<0.01$ e ω=0.36) and on the variable product perceived quality (with an F (1.111) =5.196, $p<0.05$ e ω=0.23). However, there was no interaction effect between frame and brand and both dependent variables. The results for consumer purchase intention were F (1.111) =0.538, p=n.s e ω=0.05; and for product perceived quality were F (1.111) =0.096, p=n.s e ω=0.06.

The analysis results of the promotional frame "Today Only" on the consumer purchase intention from both brands were: **Today Only**$_{Dell}$=5.11 and σ=1.31 *vs.* **Today Only**$_{Tigguer}$=3.33 and σ=1.72; showing a *t* (52) =4.30 and $p<0.01$; an mean difference between the conditions (m=1.78) and an effect size considered high (d=1.18), based on Dancey e Reidy (2011). The confidence interval was 95% to the mean difference of the population (CI=0.95; 2.61). Concerning the promotional frame "Sales", the results from both brands were: **Sales**$_{Dell}$=3.74 e σ=1.67 *vs.* **Sales**$_{Tigguer}$=2.39 and σ=1.43; showing a *t* (56) =4.300 and $p<0.01$; a mean difference between the conditions (m=1.35) and an effect size considered high (d=0.87). The confidence interval was 95% to the mean difference of the estimated population (CI=0.53; 2.17).

The results for consumer purchase intention of Dell were: **Today Only**$_{Dell}$=5.11 and σ=1.31 *vs.* **Sales**$_{Dell}$=3.74 and σ=1.67; showing a *t* (50) =3.331 and $p<0.05$; a mean difference between the conditions (m=1.37) and an effect size considered high (d=0.92). The confidence interval was 95% to the mean difference of the estimated population (CI=-2.20; -0.54). As for Tigger, the results for consumer purchase intention were: **Today Only**$_{Tigguer}$=3.33 and σ=1.73 *vs.* **Sales**$_{Tigguer}$=2.38 and σ=1.43; showing a *t* (50) =2.315 and $p<0.05$; a mean difference

between the conditions (m= 0.95) and an effect size considered high (d=0.92). The confidence interval was 95% to the mean difference of the estimated population (CI=-1.76; -0.12).

The analysis results of the promotional frame "Today Only" on the product perceived quality from both brands were: **Today Only**$_{Dell}$=5.93 and σ=.92 *vs.* **Today Only**$_{Tigguer}$=3.75 and σ= 0.86; showing a *t* (52) =8.884 and p<0.01; a mean difference between the conditions (m=2.18) and an effect size considered high (d=2.46). The confidence interval was 95% to the mean difference of the estimated population (CI=1.69; 2.67). As for the promotional frame "Sales", the results for both brands were the following: **Sales**$_{Dell}$=5.36 and σ=1.10 *vs.* **Sales**$_{Tigguer}$=3.31 and σ=1.46; showing a *t* (56) = 5.711 and p<0.001; a mean difference between the conditions (m=2.05) and an effect size considered high (d=1.60). The confidence interval was 95% to the mean difference of the estimated population (CI=1.32; 2.76).

The Dell results for mean of product perceived quality were: **Today Only**$_{Dell}$=5.93 and σ=0.92 *vs.* **Sales**$_{Dell}$=5.36 and σ=1.11; showing a *t* (50) =2.013 and p<0.05; a mean difference between the conditions (m=0.57) and an effect size considered high (d=0.57). The confidence interval was 95% to the mean difference of the estimated population (IC=-1.13; 0.001). The brand Tigger showed the following results for mean product perceived quality: **Today Only**$_{Tigger}$=3.75 and σ=0.87 *vs.* **Sales**$_{Tigger}$=3.31 and σ=1.46; showing a *t* (58) = 1.318 and p=n.s; a mean difference between the conditions (m=0.43) and an effect size considered high (d=0.37). The confidence interval was 95% to the mean difference of the estimated population (CI=-1.08; 0.22). Therefore, the Figure 1 illustrates the results of consumer purchase intention means for the promotional frames Sales and Today Only on both analyzed brands (Dell and Tigger); while Figure 2 shows the results from product perceived quality means.

Figure 1. Means of the variable consumer purchase intention

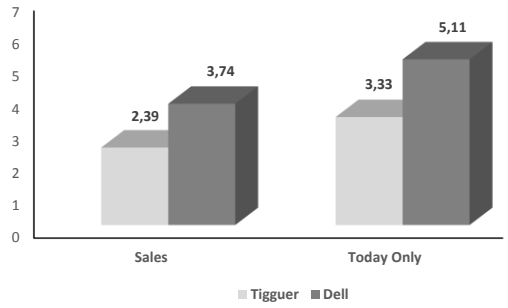
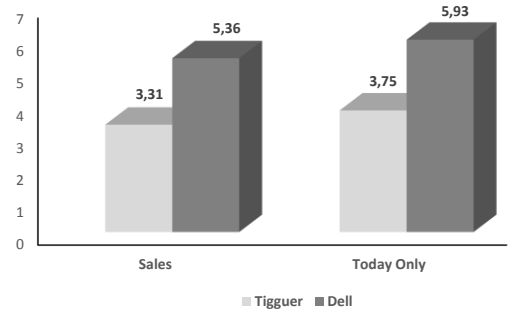


Figure 2. Means of variable product perceived quality



4.2 Discussion of results

The study results contain evidences about the effect of promotion frames on consumer behavior in the context of recognized and unrecognized brand. The analysis between research groups identify a significant difference on consumer purchase intention and product perceived quality by promotional frames. As expected, the way that the message is presented to the consumer alter its behavior and evaluation of the product (KAHNEMAN; TVERSKY, 1984; LEVIN *et al*., 2002). However, when compared to "Sales", the frame "Today Only" was more efficient to promote a positive influence on consumer purchase intention, on both brand awareness situations (recognized and unrecognized), that lead to the acceptance of the hypothesis H1 and H2 stablished on this study.

At the analysis of variable product perceived quality, the use of the frame "Today Only" only had an effect on the context of recognized brand, that lead to the acceptance of H3 only (and rejection of H4). The results confirm the findings of Aureliano-Silva *et al*. (2012), which

showed that when a brand is recognized, the consumer use it as a start point to evaluate offers and products. Also, support result from other studies able to identified that the consumer use the brand name as an information hint to purchase decision making and the evaluation of product perceived quality (BOTELHO; URDAN, 2005; AAKER, 1997). This can justify the reason why the promotional frames has no effect on product perceived quality when evaluating unrecognized brand, probably because the brand in this case, has no meaning, as suggested by McCracken (1986).

The results show also that there was no interaction effect between promotional frame and brand, which indicates that the consumer process those information hint in an independent matter when evaluating the product. Another relevant aspect is that, even though the brand is able to influence the consumer behavior, as evidenced in marketing literature, the present results shows that there is different dimensions/sizes of the promotional frame effect over consumer purchase intention and product perceived quality in the context of recognized and unrecognized brand. These results reinforce the importance of the promotional frame on the creation of marketing campaigns and messages for new brands or unrecognized brands. The Table 1 summarized the results found for tested hypothesis in this present study.

Table 1 – Results of the research hypothesis.

Hypothesis	Results
H1: the promotional frame "Today Only" (*versus* "Sales") will have a more positive influence in consumer purchase intention for recognized brand	**Accepted**
H2: the promotional frame "Today Only" (*versus* "Sales") will have a more positive influence in consumer purchase intention for unrecognized brand	**Accepted**
H3: the promotional frame "Today Only" (*versus* "Sales") will have a more positive influence in product perceived quality for recognized brand	**Accepted**
H4: the promotional frame "Today Only" (*versus* "Sales") will have a more positive influence in product perceived quality for unrecognized brand	**Rejected**

5. FINAL CONSIDERATIONS

This study evaluate the influence of retail's promotional frames ("Sales" *versus* "Today Only") on the product perceived quality and the consumer purchase intention, in situations of recognized and unrecognized brand. Therefore, an experimented was conducted with undergraduate students with a purchase decision maker profile for notebook in São Paulo (Brazil). The aims of this study were accomplished and the results show evidences of the effect of promotional frames on consumer behavior.

The results of the present study revealed a significant difference between the studied groups ("Sales" *versus* "Today Only" group) for consumer purchase intention and product perceived quality. Suggest, on the other hand, that the promotional frame "Today Only" was more effective to influence positively the consumer purchase intention to recognized and unrecognized brands (acceptance of H1 and H2). Considering the variable product perceived quality, the promotional frame "Today Only" had only effect in the context of recognized brand, probably because the brand in this situation, can have a bigger influence on consumer's evaluation of offers and products (acceptance of H3 and rejection of H4).

As theoretical contribution, the present study represents an amplification from the knowledge about the effect of promotional frames on retail consumer's behavior in the context of the electronic product notebook. A necessity suggested by Jain, Agrawal and Maheswaran (2006) and Isabella *et al*. (2012). The study also contribute to amplify the theoretical and methodological scope of academic studies about advertisement of electronic products and to stimulate new researches on the subject. As mentioned by Olsen, Slotegraaf and Chandukala (2014) and Aureliano-Silva *et al*. (2015), there is a research gap about the subject on the

marketing literature of brand awareness. Furthermore, the study allow the discovery of new pathways for future studies on the subject. In conclusion, the disclosure of the results from this study can contribute to amplify the knowledge of company managers about the development of marketing messages and campaigns and improve the planning of actions and advertisement to release new electronic products, as notebooks.

There are some limitations in this study to be consider. The results are limited to the electronic product category notebook and the level of expertise of the respondents about this product category was not evaluated. The sample was selected by convenience and represent mainly undergraduate students around the age of 27 years old with an income of R$1945.09. The extern validation of this study can be improve by increasing the size of the sample. Thus, it is suggested as guidance for future studies, to replicate this experiment on different age, income and product category (e.g. appliance, wear, automobile). It is also recommended to study the influence of promotional frames in the context of services (e.g. education, entertainment and insurances) and in products of different levels of cognitive necessity (egg food/beverages and innovative electronic product) or of low added value (e.g. commodities and semi manufactured).

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