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The Psychology of Pricing: How Marketing Strategy Influence on Consumer Buying Behavior

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Abstract


This study explores the impact of contemporary pricing strategy constructs on consumer behavior in digital contexts. A quantitative research method was employed, using a structured questionnaire adapted from academic sources. Data were collected from 165 respondents through random sampling. The study focused on six key constructs: introductory price strategies, trending news consumption, content-sharing platforms, value-based pricing perception, short-form blogging usage, and buyer decision patterns. Results from fixed effects multiple regression analysis reveal that all six constructs have a statistically significant and positive influence on consumer behavior at the 1% significance level. The adjusted R^2 values across models range from 0.644 to 0.872, indicating strong explanatory power. Among them, Buyer decision patterns displayed the highest adjusted R^2 (0.872), showing its critical role in predicting consumer responses. Additionally, all beta coefficients were greater than 0.001, supporting the strength of these relationships. The F-values confirmed the joint significance of the variables, while Durbin-Watson statistics (ranging from 1.02 to 2.11) indicated mild autocorrelation. These findings underscore the strategic importance of pricing approaches as tools for consumer influence, beyond mere economic functions. The study offers valuable implications for marketers aiming to optimize pricing communication, personalization, and engagement in increasingly digital consumer environments.

Keywords: Strategic pricing models, Market dynamics, Buyer psychology, Introductory pricing, Perceptual pricing tactics, Premium price positioning

1 | Introduction

Broadly speaking, marketing encompasses the media industries of news, entertainment, and advertising. "Radio is a medium, and little is done well on it," says comarketer Fred Allen. Advertising purchasers purchase airtime on several media platforms, including the internet, television, radio, print publications, and more [1].

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For our part, McLuhan clarifies platform more. In the first chapter of *Understanding Marketing*, he defines a media as "any continuation of ourselves." Legend has it that a hammer is used to lengthen the limbs, while a wheel is used to stretch the lower extremities. Also, one motivates us to surpass our physical limitations. The ability to communicate our deepest feelings to others around us is another remarkable feature of language. Because our ideas are born from our own sensory experiences, we may see speaking as a reversal of fortune: whereas our senses often bring the world into our minds, communication allows us to project our sensorially-shaped selves out into the world [2]. Instead, McLuhan often saw a medium as a place for growth, like a Petri dish with agar or rich potting soil. To rephrase, a medium is everything that causes a change, like the development of our senses, our imagination, or our physical shape. Anything we develop or do has the potential to bring about a change, which means that all of our innovations, discoveries, ideas, and ideals are essentially McLuhan marketing [3]. In this context, "mass marketing" is a system that targets a big audience. It reaches the greatest number of people and is hence the most popular campaign strategy. Newsprint, periodicals, radio, television, and the World Wide Web are the most dominant forms of mass advertising. The news on pop culture, politics, and social problems is usually provided via marketing to the general public.

The goal of mass marketing is to disseminate ideas, concepts, and information to a wide variety of people [4]. In order to accomplish public health objectives, they are crucial instruments. On the other hand, a diverse set of abilities is required to effectively discuss health in marketing. If you want to promote public health via mass marketing, it's like trying to find your way through a maze without direction markers. In their 2018 study, Gallardo et al. [5] said you will most certainly fail to meet your deadline if you are unsure about your destination or your motivation. There has been a lot of focus on certain sites in recent pricing strategy studies and books and articles that are devoted to a single platform, like Facebook or Twitter. Two, it goes without saying that you should think about Witter as a platform, including the company that controls it, how it operates, and the terrible pricing strategy moneyed post that has to remain under 140 characters.

The social scientific view holds that pricing strategies are significant due to the content rather than the medium [6]. From one year on Or Lunt to the next on Facebook, BBM to Twitter—content categories joyfully hop across platforms, as seen in our distinct ethnographies of pricing schemes throughout the globe. For instance, Facebook is constantly reworking and adding new elements to its operation. Hence, this research is not an examination of online forums, but rather an examination of platform users' content, motivations for posting, and the results of their posts [7]. Every one of the nine field locations we visited had significantly different stuff. Materiality gives structure to and changes indigenous peoples' experiences and conflicts. As far as anybody can tell, our analysis is the most comprehensive look at the impact of pricing strategies on global markets [8]. The old method of networking and interacting with people clearly isn't working anymore. Before we can assess the world's impact on those potentials, we need to identify what those potentials are [9], [10]. We can better understand pricing methods if we imagine a world without them. Therefore, put yourself in the shoes of someone who lived before Facebook, QQ, Snap Chat, Friendster, and MySpace [11]. Marketing was mostly done in two ways before the advent of modern technologies. The first one is advertising on public broadcast media, which encompasses print, online, and radio outlets. With a newspaper in hand, everyone may read the new [12]. Regardless matter how much they try, broadcasters have little real say on the demographics of their audience.

For a time, marketing strategies involved direct, personal communication—think of one-on-one conversations or phone calls—classified as dyadic interaction [13]. While face-to-face meetings were possible, marketing efforts targeting groups were limited, and tools like telephone outreach for group communication were infrequent [14]. However, the advent of the internet blurred the lines between private and public marketing spheres. Email enabled marketers to reach multiple recipients at once, and digital platforms such as bulletin boards, niche forums, chat rooms, and blogs began attracting widespread attention—serving as modern counterparts to CB radio marketing clusters. Despite these advancements, traditional methods—public broadcasts and private interpersonal interactions—continued to dominate daily marketing activities [15]. As social networking began to take root, public broadcast-style marketing gave way to smaller, more

interactive groups [15], often comprising just a few hundred participants. Members within these groups actively engaged with one another, frequently exchanging comments and feedback [16].

Electronic message and internet services, such as MSM and AOL, emerged concurrently. The emergence of mobile technology significantly enhanced these networks, integrating various cluster elements to elevate private electronic correspondence and emotional connection [17], [18]. This tendency has significantly solidified over the last four years, attributable to the exceptionally rapid expansion of platforms such as WhatsApp and WeChat. In contrast to QQ or Facebook, these platforms are more inclined to foster smaller, more intimate groups of around twenty persons. They will not concentrate on an individual. In general, all members possess an equal chance to contribute; they are collective groupings, not individual networks. They are especially pertinent since texting has progressively supplanted telephone conversations among adolescents [19]. Selecting pricing techniques only from those already available is obviously limiting. We must evaluate the developing pricing strategy networks and the probability that some will become prevalent in the future to ensure the sustainability of our idea and strategy. This assists us in identifying a trend in the development of novel pricing techniques [20]. Numerous channels have reduced their reliance on public radio while augmenting their rely on personal communication. The future introduction of new networks is expected to provide outcomes that delineate certain scales between the personal and the public, where these outlets may be located [21].

Before the rise of modern technology, marketing operated through two primary channels. The first was public broadcast marketing, encompassing traditional media such as television, radio, and newspapers. These platforms offered widespread visibility—anyone with access to a newspaper could become a recipient of the message [22]. However, despite their best efforts to engage audiences, broadcasters had little control over exactly who received or responded to their messages [23]. Alongside this public approach was a more personal form of communication known as dyadic interaction—direct, one-on-one exchanges via face-to-face conversations or phone calls. Although small group meetings were feasible, group-based marketing through tools like telephone conferencing remained rare [24], [25]. The digital revolution dramatically reshaped this landscape, gradually dissolving the divide between public and private marketing. With the internet, marketers could now send a single message—like an email—to a group of recipients simultaneously. Platforms such as bulletin boards, niche forums, chat rooms, and blogs began attracting large, engaged audiences, emerging as modern digital alternatives to the cluster-style marketing once seen on CB radio [26].

The advent of Web 2.0 represents a pivotal advancement in the annals of trade. The term "pricing strategies" emerged alongside it as a Web 2.0 advancement that not only encourages user-generated content but also shifts focus to consumers by allowing them to display material for interaction inside networks [27]. The technology revolution has significantly transformed conventional marketing methods over the last decade, leading marketers into a new era. In the digital marketing age, penetration pricing would transform marketers' interactions with retailers, distribution networks, and end consumers. Customers are incessantly inundated with vast amounts of data in this digital era. Gajanova et al. [28] assert that when organizations conduct their operations and engage with consumers, they generate substantial quantities of digital "exhaust data," which refers to data created as a by-product of other actions. A multitude of individuals globally has generated substantial big data via the utilization of social media platforms, cellphones, and other consumer devices [29]. Due to the accessibility of their target audience and the minimal costs involved, various companies have been modifying their marketing strategies to incorporate the Internet, leveraging numerous pricing strategies, promotions, e-commerce platforms, sales newsletters, forums, and more [12]. Conventional advertisements in mass marketing communication, including newspapers, magazines, and television, seek to engage a broader audience with the intention of reaching those who are already interested. Due to heightened stimulation bombardment, individuals are more vigilant and skilled at discerning details; consequently, marketers must identify the factors that attract specific consumer preferences and seek methods to engage customers on a personal or small group basis [30].

2 | Research Hypotheses

H1: Introductory price strategies will have a positive and significant relationship with consumer behavior.

H2: Trending news consumption will have a positive and significant relationship with consumer behavior.

H3: Content-sharing platforms will have a positive and significant relationship with consumer behavior.

H4: Value-based pricing perception will have a positive and significant relationship with consumer behavior.

H5: Short-form blogging usage will have a positive and significant relationship with consumer behavior.

H6: Buyer decision patterns will have a positive and significant relationship with consumer behaviour.

3 | Conceptual Framework

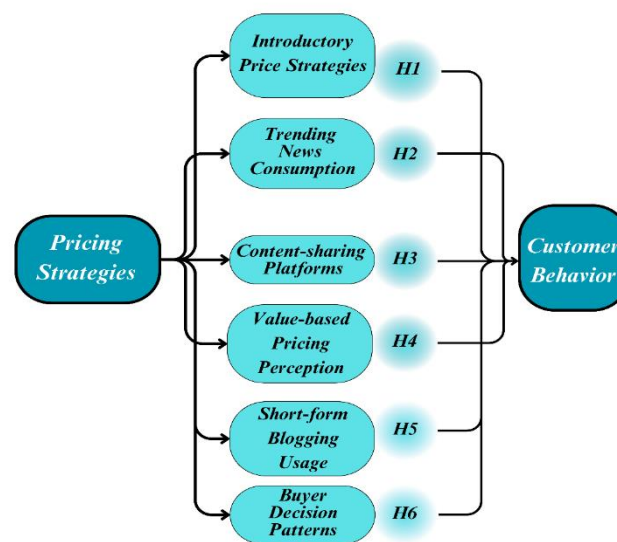


Fig. 1. Conceptual model.

4 | Literature Review

The public usually looks to marketing for news on social, political, and entertainment topics, as well as coverage of popular culture. Mass marketing aims to disseminate information, concepts, and ideas to a wide variety of people [31]. In order to accomplish public health objectives, they are crucial instruments. On the other hand, a diverse set of abilities is required to effectively discuss health in marketing. "Using mass marketing to encourage public health is akin to navigating a vast network of roads with no street signs." Your chances of meeting your deadline decrease if you have a clear destination and purpose in mind [32]. Facebook and Twitter are only two examples of the many platforms that have recently been the focus of pricing strategy research, books, and articles [25]. Two, it goes without saying that you should think about Witter as a platform, including the company that controls it, how it operates, and the terrible pricing strategy moneyed post that has to remain under 140 characters. When considering the significance of pricing methods, however, social scientists place more emphasis on the content than the medium [33].

As seen in our respective ethnographies of global pricing policies, content genres seamlessly transition across disparate platforms, appearing one year on or lunt and the subsequent year on Facebook, one year on BBM and the next year on Twitter. For instance, Facebook often enhances its functioning by revamping and including new features. This research is not a forum analysis; rather, it examines the content individuals share and discuss on platforms, as well as the motivations behind their posts and the resultant effects [27]. The material at each of the nine field locations we examined was markedly distinct. Material embodies and alters

indigenous experiences and conflicts. Our research has so far shown the most comprehensive analysis of the evolution of pricing methods and their global impact [34]. This is obviously not the universal method to networking and engagement that we previously used. Initially, we must ascertain the nature of such potentials and then examine the actions taken by the world in response to them. Understanding pricing techniques is facilitated by reflecting on a period prior to their existence [35]. Consequently, go to an era before Snap Chat, Spunk, Facebook, QQ, MySpace, and Friendster [36].

There were two primary methods of advertising before the rise of modern technologies. Television, radio, and newspapers are all part of public broadcast marketing. The newspapers are accessible to everyone who wants to read them [22]. Broadcasters don't have much say over who watches their shows, no matter how much they try to get viewers to tune in. For a short while, there was also marketing that could be conducted in a more personal setting, like a phone call, between two individuals. Dyadic contact is the word used to describe this. Group meetings may take place in person, but marketing-based interactions involving many people over the phone were unusual [37]. With the rise of the internet, the line between public and private marketing began to blur. Sending an email to several recipients is possible. Blogging, specialty forums, chat rooms, and bulletin boards were more popular than CB radio cluster marketing, which drew a smaller audience [38].

Public broadcasting and non-public II, the two earlier marketing fads, remained dominant in most consumer-market interactions [39]. When people first started posting to teams on social media, it was like a smaller kind of public broadcasting. Even a few hundred people may show up to these events. As an example of communication, several team members would often reply to each other's remarks [40]. Concurrently, internet providers like AOL and MSM emerged for text messaging. According to Shahijan et al. [41], these networks reached new levels of sophistication with the rise of mobile technology. They were able to include various cluster elements, allowing for more private electronic messaging and emotional contact. The phenomenally rapid expansion of messaging apps like Whatsapp and WeChat over the last four years has further solidified this tendency. These are less likely to form large, public groups and more likely to form smaller, more intimate ones of around twenty people. They won't be paying attention to just one individual. Since they are groups rather than individual networks, everyone usually has an equal chance to post. Teens no longer like conversing on the phone, therefore these are especially pertinent [19]. Obviously, you can't just choose pricing methods from the ones that are already out there. If we want our idea and approach to last, we need to think about the developing pricing strategy networks that are being created right now and how likely it is that some of them will become very popular in the future. Because of this, we can see a trend in how different pricing tactics have developed throughout time [42]. Due to an increase in personal communication, several of these channels have reduced their reliance on public radio. We may expect future network additions to create scales between the personal and the public, where these outlets will be located [34].

The study identifies and analyzes six distinct constructs within the realm of modern pricing strategies: introductory price strategies, trending news consumption, content-sharing platforms, value-based pricing perception, short-form blogging usage, and buyer decision patterns. Each construct offers unique characteristics and strategic advantages to both marketers and consumers in today's digital economy. For instance, Introductory Price Strategies—often combined with elements of psychological pricing—aim to attract consumers through lower initial prices and perceived value enhancements. These strategies are frequently supported by content dissemination through platforms such as microblogs (e.g., Twitter), social networking sites (e.g., Facebook, LinkedIn), video-sharing platforms (e.g., YouTube), and social news feeds, all of which increase consumer exposure and engagement. According to Olson et al. [43], these platforms enhance consumer interaction by offering timely price notifications, rich data tracking, and immediate feedback mechanisms. Furthermore, consumers are increasingly influenced by pricing-related content due to its ease of access, cost-saving potential, and real-time responsiveness. As Ridwan et al. [44] note, pricing strategy networks are used by nearly half of the world's internet population, highlighting their growing influence in shaping purchasing decisions, lowering transaction costs, and enabling data-driven marketing

communications. These insights underscore the necessity for businesses to integrate pricing strategies with interactive and value-centric digital platforms.

Introductory Price Strategy platforms refer to digital environments that facilitate user connectivity and engagement, such as Facebook, LinkedIn, and other interactive social networks. According to Abdullah and Anwar [25], these platforms are commonly understood as "websites designed to connect individuals with shared interests and backgrounds" (p. 149). These platforms generally feature: 1) the ability for users to create dynamic, customizable profiles that are either public or semi-public, 2) personalized friend or contact recommendations, and 3) the capacity to browse and interact with the extended social networks of others. On the other hand, Trending News Consumption and Content-sharing Platforms, including websites like Reddit, Digg, and Scoop.it, align closely with the current digital culture of participatory content. These platforms not only enable users to stay updated with real-time news but also allow them to curate, bookmark, and share valuable links and resources. As Sanclemente-Téllez [18] highlight, these platforms empower users to track news feeds, contribute commentary, and engage in discussions around diverse content from across the internet. Moreover, users can leverage these platforms for multimedia sharing, wherein files such as photos, videos, and audio clips are uploaded and distributed—an activity that plays a critical role in shaping perceptions of value, credibility, and brand identity [45]. These features collectively enhance user engagement and foster deeper consumer-brand interaction in pricing strategy networks.

There are numerous opportunities available through active engagement with modern pricing strategy platforms, many of which have long served as vital spaces for online communities. These platforms empower users to generate their own content—such as podcasts—using low-cost technology and distribute it through personalized “channels” via subscriptions and followers. A key feature of trending news consumption platforms is the use of tags, which serve as content descriptors to enhance searchability and relevance. As Ali and Anwar [42] note, effective tagging helps ensure that content aligns with Search Engine Optimization (SEO) practices, which is essential for increasing visibility and targeting specific audiences. Blogs, a core element of Short-form Blogging Usage, represent a type of Content Management System (CMS) often operated by individuals or organizations to share commentary, opinions, or curated insights with a broader public [22]. These blogs serve not only as standalone platforms but also as hubs that integrate other Introductory Price Strategy tools, including embedded videos, hyperlinks, and images. As Ali and Anwar [46] explain, modern blogging environments offer a range of interactive features such as user comments, content feeds, trackbacks, and subscription options. These interactive functionalities enhance consumer engagement and create a dynamic space for dialogue between brands and consumers.

While modern platforms enable widespread participation and foster multi-dimensional online discussions, the lack of publishing controls on some short-form blogging sites can pose reputational risks. As noted by Anwar and Climis [23], bloggers with unrestricted access to public domains may unintentionally or deliberately post content that negatively affects consumer perceptions or damages brand credibility. Despite this risk, Short-form Blogging Usage remains a powerful marketing tool, functioning as a dynamic, personalized journal that facilitates ongoing dialogue between businesses and their audiences. These platforms allow users to read, comment on, and share topical content, thereby expanding reach and fostering engaged digital communities [39], [47]. Marketers can strategically leverage short-form blogs in several impactful ways. One approach is embedding banner advertisements within blog feeds to enhance visibility and drive traffic. Another effective tactic involves partnering with influential bloggers by providing product samples, thereby encouraging authentic reviews and amplifying brand exposure. For example, a new wine company bypassed traditional launch strategies by gaining early visibility through niche wine blogs—ultimately doubling its sales within a year. Additionally, marketers can use short-form blogging platforms as tools for gathering market intelligence, tracking consumer sentiment, and identifying emerging trends across relevant online conversations.

According to Hameed and Anwar [12], any business that disregards the influence of blogs, forums, and short-form blogging platforms risks being perceived as either unresponsive or strategically incompetent. Among these, microblogging platforms serve as real-time information networks that share similarities with traditional

blogs, but with significantly shorter content formats, enabling rapid and frequent communication. Unlike conventional blogs, microblogs limit the number of characters or words per post, making them ideal for concise updates, instant engagement, and time-sensitive promotions. One of the most prominent microblogging platforms is Twitter, launched in 2006. As of 2012, it had amassed over 140 million users and processed more than 1.5 billion daily search queries. Businesses have increasingly leveraged such platforms to identify and respond to sales opportunities, engage with key influencers, and cultivate long-term customer relationships. These strategies support both online and offline marketing goals, brand visibility, and consumer loyal [48]. Microblogging is best described as a hybrid between traditional blogs and social networking platforms—offering a moderate degree of personal expression and low to medium levels of social presence and marketing richness. As Abdullah and Anwar [6] explain, microblogging tools allow users to share brief content such as short text updates, single images, or video links, providing marketers with agile and scalable formats to drive engagement and brand interaction in real time.

Consumer behavior refers to the process by which individuals or groups select, purchase, use, or dispose of products, services, ideas, or digital experiences to fulfill their needs and desires. In the context of this study, consumer behavior extends beyond traditional buying patterns to encompass interactions with digital pricing strategies, online platforms, and real-time content engagement. Consumer's today range from young digital natives browsing social media promotions to corporate decision-makers evaluating pricing models on content-sharing platforms. What they consume spans everything from physical products to digital services, social influence, and brand narratives. This shift in behavior is driven by the rise of digital ecosystems where pricing strategies act as both economic signals and communication tools. Platforms such as blogs, microblogs, video-sharing sites, and social news networks have transformed how consumers access information, interpret value, and form brand preferences.

As Anwar [49] notes, consumer behavior now plays a central role in daily routines, identity formation, economic participation, and global media flows. These changes reflect an expanded understanding of consumption—not only as a response to functional needs like hunger or convenience but also as an expression of status, belief, entertainment, and community belonging. Advertising and user-generated content have become key transmitters of consumer culture, shaping preferences in real time. However, as Melović et al. [50] observe, this culture is not without criticism. The omnipresence of marketing in digital life has prompted concerns about psychological influence, overconsumption, and cultural homogenization. Nonetheless, consumption remains a vital force in contemporary society—intersecting with individuals' physical, emotional, financial, political, and cultural lives—and serves as a driving element in what many now describe as the "vanguard of history."

According to Abdullah et al. [51], consumer behavior emerged as a distinct field of study only in the mid to late 1960s, initially lacking its own theoretical tradition. In its formative years, marketing scholars heavily borrowed concepts from other disciplines to understand the complexities of consumer decision-making. These included psychology (individual cognition and motivation), sociology (group behavior), social science (interpersonal interactions), and anthropology (cultural and societal influences). At the core, the early models were grounded in economic theory, assuming that consumers make rational decisions aimed at maximizing utility and satisfaction when purchasing goods and services. However, as the field evolved, researchers began to challenge the purely rational view of consumers. Anwar and Balcioglu [27] argue that consumer choices are equally shaped by emotions, moods, situational factors, social influences, advertising, and digital engagement, especially in the modern landscape. Consumers may act impulsively or be guided by sentiments, peer recommendations, or online trends rather than by utility-maximizing logic. These insights led to the development of a more holistic understanding of consumer behavior—one that integrates both logical reasoning and emotional influences. This integrated perspective is particularly relevant in the digital age, where pricing strategies, online content, and real-time interactions increasingly shape how consumers evaluate options and make purchasing decisions.

Market decision-making refers to the process through which consumers identify problems, evaluate alternatives, select preferred options, and assess post-purchase outcomes. It involves not only choosing between brands but also determining the quantity of a product to purchase and the timing of the decision [34], [52]. Consumers engage in decision-making to fulfill specific goals, such as maximizing utility, minimizing effort, or reducing decision time. Often, these decisions are made "on the fly," influenced by the urgency of the need, individual characteristics, prior experiences, and contextual factors such as digital cues or situational triggers [53], [54]. In the context of digital marketing and pricing strategies, these decisions are further shaped by exposure to dynamic pricing, promotional content, and peer recommendations. For marketers and managers, understanding the type of decision-making process utilized by their target audience is critical. It directly informs strategy in areas such as product positioning, pricing, channel selection, and promotional tactics. From early childhood, individuals begin forming preferences and exercising buying behavior—often unknowingly. Over time, this behavior becomes increasingly complex, requiring marketers to adapt their approaches to match evolving consumer expectations, digital engagement habits, and cognitive decision patterns in an increasingly competitive and personalized market landscape.

Over time, consumers develop distinct decision-making patterns—whether consciously or unconsciously—based on experience, preferences, and exposure to information. Although many consumers exhibit similar behavioral tendencies, their purchasing decisions often vary due to individual differences and contextual influences [12]. The first part of this discussion explores the structured stages of consumer decision-making, while the second part considers the situational, cognitive, and environmental factors that influence whether, when, and how a purchase is made. Despite similarities among consumers, buying decisions are rarely uniform. For example, while one individual may be inspired by innovation and invest in a smart vehicle, another might make a more practical decision—such as purchasing agricultural equipment from a local vendor. These distinctions reflect not only personal preference but also the influence of pricing strategies, urgency, and perceived value. Marketers, aware of their limited resources, strive to identify specific shopping patterns that help them segment the market and target consumers more efficiently. Rather than appealing to everyone, they aim to connect with those most likely to convert—often through personalized pricing, content, and promotions. As Caliskan [55] highlights, consumers continuously move through the stages of the purchase process—from recognizing a need and evaluating alternatives, to making a decision and reflecting post-purchase. At any given moment, consumers may be contemplating upcoming purchases, comparing options, or assessing previous buying experiences. Understanding these dynamic behaviors allows marketers to strategically position products, deliver relevant messages, and meet evolving consumer expectations more effectively.

5 | Methodology

The aim of this research was to examine pricing strategies as key determinants of consumer behavior in a digitally driven marketplace. To achieve this, the study focused on six distinct constructs representing modern pricing-related platforms and practices: introductory price strategies, trending news consumption, content-sharing platforms, value-based pricing perception, short-form blogging usage, and buyer decision patterns. In the conceptual framework, the first five constructs served as independent variables, while consumer behavior (operationalized as Buyer Decision patterns) was treated as the dependent variable. The study adopted a quantitative research methodology, employing a structured questionnaire adapted from established academic sources. This approach enabled the researchers to systematically measure and analyze the relationships between various digital pricing strategies and consumer behavioral responses. By focusing on these specific constructs, the study offers valuable insights into how pricing-related information and platform engagement shape purchasing decisions in contemporary consumer contexts.

6 | Results

Table 1. Factor analysis suitability tests (KMO and Bartlett's) for consumer perception constructs.

No	Constructs	No. of Items	Sample Size	KMO	Bartlett's Test (c2)	P -Value
1	Introductory price strategies	10	165	0.891	2948.3	0
2	Trending news consumption	8	165	0.874	2315.6	0
3	Content-sharing platforms	9	165	0.885	2467.1	0
4	Value-based pricing perception	10	165	0.902	2893.7	0
5	Short-form blogging usage	8	165	0.867	2194.8	0
6	Buyer decision patterns	9	165	0.879	2389.2	0

As shown in *Table 1*, the KMO values for all constructs are above 0.86, indicating that the sample size of 165 participants was more than adequate for conducting factor analysis. Additionally, the Bartlett's Test of Sphericity yielded a Chi-Square value of 2948.3 with a significance level of .000, confirming the suitability of the data for structure detection.

Table 2. Internal consistency reliability analysis of consumer perception constructs.

Factor	Sample Size	Cronbach's Alpha	No. of Items
Introductory price strategies	165	0.748	10
Trending news consumption	165	0.759	8
Content-sharing platforms	165	0.786	9
Value-based pricing perception	165	0.764	10
Short-form blogging usage	165	0.772	8
Buyer decision patterns	165	0.779	9

As shown in *Table 2*, a reliability analysis was conducted on a total of 54 items designed to measure the influence of various consumer perception constructs on consumer behavior. These constructs included introductory price strategies, trending news consumption, content-sharing platforms, value-based pricing perception, short-form blogging usage, and buyer decision patterns. The total of 54 items was distributed across these six constructs in the following manner: 10 items for introductory price strategies, 8 items for trending news consumption, 9 items for content-sharing platforms, 10 items for value-based pricing perception, 8 items for short-form blogging usage, and 9 items for buyer decision patterns. Each construct was carefully selected to assess distinct aspects of consumer behavior, with the objective of gaining a better understanding of how these factors influence purchasing decisions and engagement with various marketing strategies. To ensure the reliability of the data collected for each factor, a Cronbach's Alpha coefficient was calculated for each construct. The results of the reliability analysis were consistent with the expectations for high internal consistency across all items. Specifically, Introductory Price Strategies had a Cronbach's Alpha of 0.748 for the 10 items used to measure this construct. This value suggests that all 10 items were sufficiently reliable in assessing the impact of introductory price strategies on consumer perception and purchasing decisions. Similarly, trending news consumption exhibited a cronbach's alpha of 0.759 for the 8 items, indicating good reliability for this construct, which relates to the influence of trending or viral news content on consumer behavior. The content-sharing platforms factor demonstrated a cronbach's alpha of 0.786 for the 9 items, signifying that the items measuring consumer engagement with social media and content-sharing platforms were internally consistent and reliable.

The value-based pricing perception construct had a cronbach's alpha of 0.764 for the 10 items, reinforcing the reliability of the items that evaluate how value-based pricing strategies influence consumer perception of product worth. For the short-form blogging usage construct, the cronbach's alpha was 0.772 for the 8 items, indicating that these items accurately captured the influence of short-form content (e.g., Twitter or Instagram posts) on consumer behavior. Finally, the buyer decision patterns construct, which measured the decision-making processes of consumers, had a Cronbach's Alpha of 0.779 for 9 items, confirming that all items in this construct were reliable for the current study. Overall, the reliability analysis confirms that all 54 items

used to measure these constructs were consistent and reliable, ensuring that the study's results can be trusted to reflect the true influence of these factors on consumer behavior.

Table 3. Correlation analysis.

		Correlations					
		Introductory Price Strategies	Trending News Consumption	Content- Sharing Platforms	Value- Based Pricing Perception	Short- form Blogging Usage	Buyer Decision Patterns
Introductory price strategies	Pearson correlation	1					
	Sig. (2- tailed)						
	N	165					
Trending news consumption	Pearson correlation	0.472***	1				
	Sig. (2- tailed)	0					
	N	165	165				
Content- sharing platforms	Pearson correlation	0.501***	0.516**	1			
	Sig. (2- tailed)	0	0				
	N	165	165	165			
Value-based pricing perception	Pearson correlation	0.594**	0.603**	0.587**	1		
	Sig. (2- tailed)	0	0.001	0			
	N	165	165	165	165		
Short-form blogging usage	Pearson correlation	0.451**	0.487**	0.472**	.538**	1	
	Sig. (2- tailed)	0	0	0	0		
	N	165	165	165	165	165	
Buyer decision patterns	Pearson correlation	0.641**	0.672**	0.658**	0.673**	0.711**	1
	Sig. (2- tailed)	0	0	0	0	0	
	N	165	165	165	165	165	165

**. Correlation is significant at the 0.01 level (2-tailed).

As shown in *Table 3*, the correlation analysis was conducted to examine the relationships between consumer perception constructs—namely introductory price strategies, trending news consumption, content-sharing platforms, value-based pricing perception, and short-form blogging usage—and buyer decision patterns. The results reveal statistically significant and positive correlations between all the constructs and Buyer Decision Patterns at the 0.01 significance level (2-tailed). Specifically, the Pearson correlation coefficient between Introductory Price Strategies and Buyer Decision Patterns is $r = 0.641$, indicating a strong and positive association. Similarly, Trending News Consumption also exhibits a strong positive correlation with Buyer Decision Patterns ($r = 0.672$), followed by Content-sharing Platforms with a coefficient of $r = 0.658$, suggesting a substantial link.

Furthermore, value-based pricing perception demonstrates a high correlation with buyer decision patterns ($r = 0.673$), confirming that consumer perception of price fairness significantly influences their purchasing decisions. Lastly, the relationship between Short-form blogging usage and buyer decision patterns is also strong and positive ($r = 0.711$), suggesting that brief, digital content engagement has a notable impact on how

consumers make decisions. All correlations are significant at $p < 0.01$, confirming the robustness and reliability of these findings.

Table 05. Multiple regression analysis.

Models	Fixed Effects Model	Coefficient	T-Ratio	P-Value
Model 1 (H1) introductory price strategies	Const	6.289	1.701	0.0081
	Beta	5.62		0.0049
	Size		0.7252	0.0071
	Adj R2		0.711	
	F-Value		19.585	
	Durbin-Watson		1.3959	
Model 2 (H2) trending news consumption	Const	3.881	1.022	0.0004
	Beta	0.622		0.0002
	Size		0.3912	0
	Adj R2		0.671	
	F-Value		16.552	
	Durbin-Watson		2.114	
Model 3 (H3) content-sharing platforms	Const	4.552	1.114	0.0002
	Beta	0.721		0.0001
	Size		0.6331	0.0002
	Adj R2		0.736	
	F-Value		12.522	
	Durbin-Watson		1.022	
Model 4 (H4) value-based pricing perception	Const	9.889	1.441	0.0002
	Beta	0.641		0.0003
	Size		0.6331	0.0001
	Adj R2		0.644	
	F-Value		12.522	
	Durbin-Watson		1.441	
Model 5 (H5) short-form blogging usage	Const	4.633	1.933	0.0002
	Beta	0.674		0.0002
	Size		0.6332	0.0001
	Adj R2		0.723	
	F-Value		14.225	
	Durbin-Watson		1.391	
Model 6 (H6) buyer decision patterns	Const	6.633	2.933	0
	Beta	1.354		0.0006
	Size		0.9831	0.0001
	Adj R2		0.872	
	F-Value		19.9823	
	Durbin-Watson		1.1982	

As presented in *Table 5*, the multiple regression analysis using fixed effects models demonstrates that all the proposed independent variables have a statistically significant and positive influence on Buyer decision Patterns. Specifically, introductory price strategies show a strong relationship with the dependent variable, with a beta value of 5.62 and a p-value of 0.0049, indicating significance at the 1% level. Trending News Consumption also reveals a meaningful positive effect ($\beta = 0.622$, $p = 0.0002$), suggesting that consumer behavior is influenced by news-driven content.

Likewise, content-sharing platforms exhibit a highly significant positive effect ($\beta = 0.721$, $p = 0.0001$), underscoring the role of peer-shared content in shaping decisions. Value-based Pricing Perception contributes positively and significantly ($\beta = 0.641$, $p = 0.0003$), reinforcing the idea that perceptions of fairness and value impact purchase choices. Short-form Blogging Usage also significantly influences buyer decisions ($\beta = 0.674$, $p = 0.0002$), highlighting the persuasive role of concise digital content.

Notably, Buyer Decision Patterns as a dependent construct show the highest explanatory power in Model 6, with a beta coefficient of 1.354, $p = 0.0006$, and an adjusted R^2 of 0.872, indicating that 87.2% of the variance

in decision-making behavior is explained by the model. Across all models, the adjusted R^2 values—ranging from 0.644 to 0.872—suggest a high level of explanatory strength. The F -values, which range from 12.522 to 19.982, confirm that the sets of independent variables are jointly statistically significant. Meanwhile, the Durbin-Watson statistics (ranging from 1.022 to 2.114) indicate mild autocorrelation, which should be considered in future model diagnostics. Overall, these findings validate all six hypotheses (H1 to H6) and demonstrate that each construct meaningfully contributes to explaining variations in consumer decision-making.

7 | Conclusion

This study aimed to examine the influence of various consumer perception constructs on buyer decision patterns, particularly in the context of digital pricing strategies. Drawing on the constructs of Introductory price strategies, trending news consumption, content-sharing platforms, value-based pricing perception, and short-form blogging usage, the analysis explored how these factors collectively and individually affect consumer behavior. The results, supported by fixed effects multiple regression models, provide robust empirical support for all six proposed hypotheses. The findings reveal that each construct exerts a statistically significant and positive effect on consumer decision-making. Notably, Introductory Price Strategies showed a strong influence, with a beta value of 5.62 and an adjusted R^2 of 0.711, indicating that initial pricing cues significantly shape how consumers perceive value and make purchase decisions. Trending news consumption also had a meaningful effect ($\beta = 0.622$, $p < 0.001$), demonstrating that real-time, news-based information contributes to shaping consumer perceptions. Similarly, content-sharing platforms ($\beta = 0.721$) and Short-form Blogging Usage ($\beta = 0.674$) both had high explanatory power, reflecting the increasing importance of social sharing and micro-content in the formation of consumer preferences. Value-based Pricing Perception, with a beta of 0.641 and adjusted R^2 of 0.644, confirmed that consumer behavior is heavily influenced by perceived fairness and transparency in pricing.

Importantly, Model 6, which examined Buyer Decision Patterns, yielded the highest predictive power with an adjusted R^2 of 0.872, suggesting that the combination of these constructs accounts for 87.2% of the variation in consumer decisions. This underscores the multidimensional and interconnected nature of modern consumer behavior, where decisions are informed not only by product attributes but also by how information is delivered, shared, and perceived through digital platforms. The consistently high F -values across models confirm the joint statistical significance of the independent variables. While the Durbin-Watson statistics ranged between 1.02 and 2.11, indicating mild autocorrelation, they remain within acceptable limits for panel data modeling. From a practical standpoint, these findings carry important implications for marketers and brand strategists. The study highlights the critical role that digital environments now play in shaping buyer behavior, particularly among younger consumers who are deeply embedded in online platforms. Pricing strategies are no longer isolated tools but are intertwined with social norms, content engagement, and peer influence. Marketers must now adapt their campaigns to reflect this integrated landscape—by making content more participatory, dynamic, and real-time responsive, while also respecting digital etiquette and user privacy.

In regions such as Kurdistan in Iraq, where digital engagement is rapidly expanding, advertisers can no longer afford to rely solely on traditional media. Instead, they must harness the power of digital pricing strategies, utilizing platforms that support fast, direct, and socially contextualized messaging. Careful attention must be given to content tone, timing, and format. Messages that are educational, entertaining, and socially endorsed are more likely to resonate with target audiences. However, the study affirms that the integration of digital pricing strategies into marketing models significantly enhances the ability to explain and influence consumer behavior. As pricing tools evolve from transactional mechanisms into communication platforms, their strategic value in shaping consumer choices and loyalty will only become more pronounced. Future research should explore how demographic or cultural variables further mediate these relationships.

8 | Recommendation

Based on the findings of this study, it is evident that consumer behavior is significantly influenced by a range of digital pricing strategy constructs, such as introductory pricing, value perception, and engagement with digital content platforms. As such, marketers are encouraged to adopt a more consumer-centered, adaptive approach that respects the autonomy and evolving preferences of today's empowered digital consumers, often referred to as "prosumers"—those who both produce and consume content. Rather than controlling the consumer journey as in traditional marketing models, modern marketers should aim to facilitate meaningful interactions and co-create value with prosumers through dynamic pricing strategies. The focus should shift from overt persuasion to providing platforms and tools that encourage consumer participation, enhance perceived fairness in pricing, and foster ongoing engagement. For example, brands can leverage content-sharing platforms and short-form blogging spaces not merely as broadcasting tools but as interactive ecosystems where consumers can share feedback, influence product narratives, and feel a sense of ownership.

While marketers may no longer hold unilateral power in shaping consumption patterns, the potential to influence purchasing behavior remains substantial—provided it is done through transparent, relevant, and user-driven methods. To maximize impact, pricing strategy platforms must also evolve. They should offer enhanced features that empower consumers to connect directly with brands, share opinions, and navigate pricing information in intuitive and personalized ways. Additionally, marketing professionals in regions such as Kurdistan and similar emerging digital economies should invest in capacity-building and digital literacy to better understand the nuances of consumer engagement in online environments. Educational content, ethical promotions, and participatory campaigns are more likely to resonate with digitally native audiences. Continuous monitoring of consumer feedback and agile adjustment of pricing tactics will help ensure that marketing strategies remain relevant and effective.

9 | Implications

The findings of this study carry important implications for marketers navigating the increasingly digital and consumer-driven landscape of pricing strategies. As consumers actively seek out pricing-related content across various platforms—ranging from social media to specialized comparison tools—marketers must prioritize accessibility, transparency, and sustained engagement. The shift in consumer behavior from passive information receivers to active participants underscores the need for brands to foster co-creation, particularly through user-generated content. One of the most influential phenomena in this space is electronic Word-Of-Mouth (eWOM). Unlike traditional advertising, eWOM allows consumers to share immediate, authentic experiences—both positive and negative—regarding brands, products, and services. This form of content has a significant impact on buyer decision-making and brand perception. For marketers, eWOM represents both an opportunity and a challenge. On one hand, positive testimonials can greatly enhance trust and drive sales; on the other hand, negative reviews can damage brand equity if not addressed promptly and transparently.

Marketers must also recognize the cultural and societal dynamics that influence how consumers interpret and interact with pricing strategies across platforms. For instance, what is perceived as fair or value-driven in one culture may be interpreted differently in another. Therefore, tailored and context-aware marketing campaigns are essential, especially in diverse regions like Kurdistan, where cultural norms and digital behaviors may diverge from global trends. In addition, the influence of celebrities and digital influencers cannot be overlooked. Platforms like Instagram, Twitter, and TikTok have become central to promotional strategies, with endorsements from public figures playing a key role in shaping consumer preferences, product visibility, and purchase intent. Marketers should strategically leverage these personalities not only for reach but for authenticity—aligning influencer messaging with the values and expectations of their target audience. Ultimately, the implication is clear: to succeed in today's pricing strategy ecosystem, marketers must listen more, engage deeper, and respond faster. They must embrace a marketing approach that is interactive, socially intelligent, and informed by continuous consumer feedback. This includes adopting real-time analytics to monitor campaign performance, facilitating community-led content, and maintaining ethical communication

practices. By doing so, marketers can not only enhance brand loyalty but also contribute meaningfully to the evolving digital consumer experience.

10 | Limitations

This study's findings are limited in generalizability due to its exploratory design, modest sample size, and specific sample scope. While the results indicate a correlation between pricing strategies and consumer purchasing behavior, the exact strength and causality of these relationships were not fully explored. Future research should employ larger, more diverse samples and advanced analytical models to validate and expand upon these initial insights.

Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

Data Availability

All data generated or analyzed during this study are included in this published article. No additional data are available.

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