



ANALYZING APPROACH SELECTIONS IN 99-ENDING PRICES AND THEIR IMPACT ON PURCHASE INTENTION IN THE INDONESIAN MARKET

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ABSTRACT

This research seeks to find the relation from 99 marketing techniques in purchase intention for Indonesian market, how visualization with typographic and color brightness impact purchase intention Using a mixed-method approach, quantitative data from surveys combined with qualitative insights from post-survey interviews. The findings have significant implications for marketers and retailers aiming to enhance pricing strategies within Indonesia's evolving retail environment. The results show that 99-ending prices had a secondary beneficial influence on people's perception of their affordability and bright colors, and low curvature typefaces were shown to be the most practiced visual combinations. The research also exposes practical realities, including an in-built need for prices like Rp19,900 to fit in with local payment practices and cultural norms. Although the strategy is broadly effective, its impact differs by demographic group, highlighting the importance of targeted approaches.

Keywords: Consumer behavior Indonesian market Purchase intention Visual representation 99-ending pricing

1. Introduction

In today's era, where shopping has become a massive behavior of many people worldwide, there are many marketing strategies related to price manipulation, like discounts, skimming, bundles, and many others. 99-ending price could be one of the marketing strategies that stays relevant and can compete with other strategies even now. Initially, purchases in a physical store or through an online platform are expected to come across prices that end at \$.99 or Rp. 99. Many prices tend to be marketed with a 99 ending, such as \$2.99 instead of \$3.00 (McKenzie, 2008).

Steam, a leading digital distribution site for video games developed by Valve Corporation, hosts an annual event known as the Steam Summer Sale. Steam provides substantial discounts on an extensive variety of software, downloadable content (DLC), and video games during this event. The Summer Sale typically lasts approximately two weeks, from late June to early July. Despite its existence for more than a hundred years since 1880 (Adams, 2020), 99-ending prices remain relevant today. This happens because of research that shapes the perception of consumers who often see the price of 99 Ending significantly lower than it actually is. Additionally, cognitive fluency plays a role, as these familiar price endings are easier for consumers to evaluate, particularly when they appear alongside fluent numbers, which highly numerate individuals respond to more favorably. From a marketing perspective, retailers have effectively leveraged 99-ending prices as a part of their pricing strategies for decades due to their potency in stimulating sales. This strategic approach is particularly valuable in competitive

markets with tight profit margins, allowing retailers to enhance perceived value and encourage purchases without considerably impacting their bottom line. Collectively, these factors contribute to the sustained use and importance of 99-ending prices in contemporary retail practices (Hodges & Chen, 2021).

It was found in one of the studies that showed that 99-ending prices still experienced opposition to the research because it was considered less relevant, especially the prohibition of regulations that eliminated the 9- ending price, including the 99-ending price, in Israel. As a result, the mental perceptions and calculations associated with the final price of 9, such as the common belief that they signal a lower price, no longer apply to the final price of 99 (Snir et al, 2017). Gender and social status play a big role in helping shape consumer perceptions at 99 ending prices. This effect is mainly influenced by factors such as product engagement, innovation, and brand loyalty. Essentially, for consumers who are aware of their social status, higher prices often validate the prestige and symbolic significance associated with the brand, making them more likely to pay a premium (Goldsmith et al., 2010). Although research (Snir et al., 2017) shows opposition to 99 ending prices, in Indonesia there has been a real example that can be analyzed regarding the 99 ending prices applied to Uniqlo Indonesia by displaying some of the prices of their products that are claimed at special prices. Uniqlo always displays products that are claimed to be special prices with a final price of 99 such as IDR 299,000 along with bright colors to attract people's attention to the products it exhibits. According to Schindler and Kibarian (2001) found that the suffix 99 increased their respondents' perception that buyers would not be able to find a special item at a lower price than the advertised price. Research in the U.S. and 43 other states showed a correlation between using a price end of 99 and promoting low price appeal. Then, it was also found that a study of 2,292 price ads showed that the end price of 99 was a reliable indicator of the attractiveness of low prices (Schindler, 2006).

Based on some research findings, using 99 ending prices is an excellent strategy to convey a sense of low price and can serve as a successful marketing technique to increase product sales. Despite knowing that the final price of 99 has proven to be effective in most countries that use cents or cents as monetary units, especially in the United States, the effectiveness and impact of this pricing strategy have not been independently verified in Indonesia. Indonesia has adopted new shopping habits due to the evolution of consumer behavior and the expansion of e-commerce. The 99-ending pricing strategy is often used by many retailers and sellers in Indonesia, assuming it has an impact on consumers' purchasing decisions. However, there is a significant gap in understanding the effectiveness of these pricing strategies in the Indonesian market. Although widely applied, the impact of the final 99 price on consumer behavior in Indonesia is not supported by empirical evidence. The most effective or appropriate method to apply the final 99 price in rupiah has not yet been determined.

As a management student, the author wants to contribute to research through knowledge of how price perception and sales performance of 99-ending prices affect the purchasing intention of Indonesian consumers, so that these findings will be useful for marketers, traders, universities and future research. Marketers and marketers will derive significant value from this research by strategically increasing customer perception and the impact of purchasing behavior. Therefore, this study was conducted to find out if there is a significant impact in the use of different color brightness on 99 ending prices in the Indonesian market that affects purchase intent? Is there a significant impact in using different typeface curvature on 99-ending prices in the Indonesian market that affects purchase intentions? And, Is implementing a 99-ending price or any other method of implementing 99-ending pricing significant for the Indonesian rupiah?

Review Literature

Pricing. According to Nagle and Muller (2017) there are four main parts to marketing, namely: the product, how the product is advertised, where it is sold and how much it costs. Pricing is the last part that is very different from the other three: It is the company's way of getting a piece of the value of the money they make. Pricing is an essential component of the marketing strategy and involves an evaluation of the value a company gets in return for its products or services. According to Hinterhuber and Liozu (2014), pricing is not just determining the price for a product or service. In contrast, pricing is a strategic choice that can significantly affect a business's competitiveness and profitability. The authors highlight that successful pricing strategies rely on a comprehensive comprehension of market conditions, customer perception of value, and competitive dynamics. There are a variety of popular pricing strategies, including Penetration Pricing, Skimming Pricing, Competitive Pricing, Psychological Pricing, Value-Based Pricing, Cost-Plus Pricing, Dynamic Pricing, Bundle Pricing, Discount Pricing, Freemium Pricing, Geographical Pricing, Subscription Pricing, and Premium Pricing. The 99-ending price is a pricing strategy identified for odd numbers and incorporated into psychological pricing (Deshpande, 2018).

99-ending price. 99-ending price is a psychological pricing strategy in which the price of a product ends up in 99 cents or 99 units of currency. This practice relies on the psychological principle that consumers perceive prices

ending in 99 to be substantially lower than those ending in a round number, rounded down to the nearest lower monetary unit (Strulov-Shlain, 2022). This approach is designed to generate the illusion of savings and influence consumer buying behavior by making prices more attractive. When the price comes up with a final 99, the final price of 99 can create a perception of savings and value. Research shows that consumers tend to round prices in their minds, seeing \$19.99 closer to \$19 than \$20. This cognitive bias can increase sales because consumers feel that they are getting a better deal (Schindler & Kibarian, 2001).

According to the findings of researchers Stiving and Winer (1997), consumers have a good attitude towards prices that end in 99, especially in terms of dollar prices. An example of this is the fact that research found that catalogs with prices ending in 99 performed much better than catalogs with other suffixes (such as 88 or 00) with a margin of more than 8 percent. Therefore, it can be concluded that buyers perceive this price as an attractive offer. The phenomenon of rounding strengthens the attractiveness of prices that end in 99, since they are considered a little below the integer, thus increasing the sense of value. Research (Coulter, 2002) also shows that certain visual factors, such as font size or physical distance between prices, can significantly alter the perception of the magnitude of the price. An experiment showed that when print ads displayed a "regular" price (e.g., \$210) and a "sell" price (e.g., \$199) next to each other, consumers formed a more positive opinion of the sale price, perceiving it as cheaper, when presented in a smaller font compared to the regular price. In Indonesia, the use of the final 99 price as a marketing tool has been widespread in attracting more customers; However, the validity of this theory has not been proven.

Consumer Behavior. According to Kardes et al (2011) consumer behavior refers to all activities related to the purchase, use, and disposal of goods and services, including emotional, mental, and behavioral responses of consumers before or after activities. Consumer responses to marketing stimuli can be classified into three categories: emotional, brain, and behavioral. An emotional response is an emotion or mood experienced when facing a product or advertisement. Mental responses are associated with cognitive processes, including assessing product attributes and making comparisons. Behavioral responses involve visible behaviors, such as post-purchase behavior, using goods and word-of-mouth communication, and purchasing decisions.

The illusion of value in price can result in a more significant purchase probability because consumers associate the final price of 99 with a discount or reduction in costs (Jaber, 2020). Products priced with the suffix 99 are considered inferior quality by younger consumers, especially those under the age of 25, compared to those priced with round numbers, which are associated with mental responses. 99-ending prices can indirectly cause an emotional response due to the public's perception of 99-ending prices related to discounts. The emotional responses could be supported by Putra and Sukawati (2015), who stated that *"The price discount has a positive and significant effect on positive emotions."* Unexpected purchases may be influenced by emotionally positive responses to the shop environment. A key consideration in consumers' purchasing decisions is emotion, which results from their feelings. An emotional or personal issue is a temporary development specific to a particular situation or object (Handayani et al., 2019).

Visual Representation. Visual representation is an important component in the process of developing 99-ending prices because it aims to attract the attention of customers and generate psychological reactions. In general, the way in which prices are presented can have a significantly substantial psychological impact. Due to the smaller font sizes for cents, customers may feel compelled to concentrate more on the total dollar amount, which may create the impression that the price is lower than it is (Coulter, 2016). In a study conducted by Wang et al. (2019), it was found that consumers are more likely to select hedonic products that are provided with round typefaces (high curvature) as opposed to angular typefaces (low curvature). This preference is affected by reflexive mental simulations of enjoyable experiences linked with round fonts, which induce favorable emotions and boost product preferences while also contributing to the creation of these feelings.

To attract the attention of consumers, it is facilitated using color. Color itself has a psychological impact on customer behavior, it can influence customer's emotion, perception and also decision making. Bright and contrasting colors, particularly red, can create urgency and encourage impulsive buying. Meanwhile, if advertising uses the darker color, it is less effective even though it is associated with exclusivity and luxury. By using these bright colors, it makes advertisements stand out more, improve the likelihood that customers will pay attention to and engage with promotional materials. This is because consumers are more likely to notice and use promotional material. In research (Romeh et al., 2024) it was found that hue can be the sole determinant in as much as 90% of implicit product assessments. By making it red or any other bright colors for the 99-ending price, products discount seem to be real, and it does seem like a better deal. Another reason is this could make it easier for the customer to think and process the pricing information quickly. Red will be the best option for any discounted price or any discount that use 99-ending price. Red represents excitement and emergency.

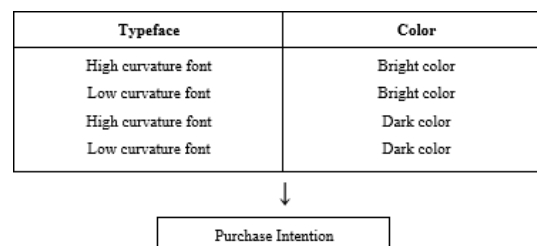
Purchase Intention Purchase intent is an important area of research in consumer behavior because it indicates the likelihood that a consumer will purchase a product or service. Implementing 99-ending prices can influence customer purchase intent by creating the impression that the product is being promoted at a lower price than other options that is consistent with the consumer's desire to look for a more affordable product. The research conducted by Herrmann et al. (2007) demonstrated that price is a critical factor in customers' purchasing decisions. As a result, it has a significant impact on customer satisfaction. Furthermore, price perception directly influences consumer satisfaction. Nevertheless, the 99-ending price offers a more comprehensive perspective, as it targets individual preferences and navigates a complex marketing ecosystem. The basis of this research will be a framework that examines consumer behavior patterns. The research aims to investigate the numerous aspects of consumers' attitudes and intentions toward price in the context of 99-ending prices.

Hypothesis Statement. This study aims to investigate the impact of visual elements (typeface curvature and color brightness) in 99-ending prices on purchase intent in the Indonesian market. Based on statistical analysis and descriptive data, hypotheses can be drawn:

- H1: Typeface curvature has a significant impact on purchase intention.
- H2: Color brightness has a significant impact on purchase intention.

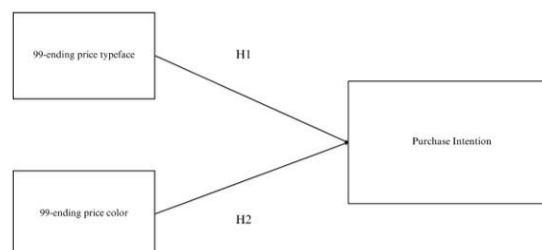
Research Model. This research aims to determine the effect of color brightness and typography on purchase intention, by implementing it in 99-ending pricing. Identify the correlation between the 99-price ending and the presence of low-price appeals to evaluate the effect of consumer perceptions and attitudes toward prices ending in 99 on their purchasing behavior in Indonesia. Using variable: Independent Variables (Typeface and Color); Dependent Variables (Purchase Intention).

The proposed study model is a comprehensive framework for analyzing the relationship between consumer perception, visual representation and purchase intent. The conceptual framework will be illustrated in figure 1.1 below:



(Source: Author's Documentation)

Figure 1.1 above illustrates the interrelated variables clearly showing the analytical methodology used in this study. This model examines the complex relationship between 99 ending prices, visual representation, and consumer purchase intent. This provides a comprehensive view of the factors that influence purchase intent in the context of 99-ending prices. Variables, concepts and relationships that will be investigated in research efforts are referred to as research models that function to direct research design as well as data collection and analysis plans. The model of this research is illustrated in figure 1.2. below:



(Source: Author's Documentation)

The purpose of the research model used in this study is to deliberately create it to highlight the relationship that exists between the 99-ending price variable and purchase intent.

2. Research Methods

Research Design

This study uses a mixed, quantitative and qualitative method approach. The quantitative component consists of an experiment-based survey, while the qualitative component consists of interviews aimed at assisting the respondents understand the surveys better. The study was conducted in two phases, in phase one, participants were shown experimental price levels where both the curvature of the font and color brightness of the 99-ending prices were manipulated. These participants had their purchase intentions gauged through a Likert scale survey. In the second phase, post survey interviews were conducted with a subset of the sample respondents to discuss the rationale and other surrounding details to provide the qualitative aspect of the results which furthers the analysis from the quantitative findings. The quantitative results were then further supported by conducting a two-way ANOVA. This method was chosen because it makes it possible to study the interaction effect of two independent variables, in this case, the curvature of the font and color brightness, on purchase intention. It is also self-evident that ANOVA is meant to check statistically, if the difference in consumer responses was purely random or statistically significant.

ANOVA utility to analyzing consumer behavior regarding the prices ended with 99. This helps to identify whether there are meaningful variations in purchase intentions based on whether typeface is present (high curvature vs low curvature) and whether or not color display level is bright and dark. This model enables the investigation of the impact of these variables on a specific pricing strategy, its visual representation, and purchase intention (in terms of prices ending in 99). To investigate consumer purchase intentions towards 99-ending price based on color and typeface level, this study employs two-way ANOVA.

After the quantitative component is carried out by ANOVA testing, the qualitative component is carried out through post-survey interviews. Post-survey interviews can be used to clarify survey responses and explore participants' reasoning and emotions, revealing the motivations and beliefs lying behind participants' survey responses that may not be adequately captured via surveys alone (Naz et al., 2022).

Sampling Method, Sample Size, and Respondents

This study uses the purposive sampling method as a sampling method. This approach was selected due to the need to target active buyer respondents in retail purchases. The subjects of the study consisted of people who shop in physical stores and on online marketplaces where prices that end with the numbers 99 are often used. The sample size for this study comprises 153 participants which is sufficient to achieve adequate statistical power for the ANOVA analysis. For further exploration, 7 follow-up interviews were carried out with a wide range of participants after the survey. The combination of the survey alongside the interviews ensures that the research captures broader consumer behavior patterns while also understanding the reasoning behind the decision-making process qualitatively.

Respondents in this study have standards that can help select respondents:

1. Age Group: 20–45 years old, covering a demographic that is actively involved in retail shopping.
2. Gender Representation: A balanced mix of male and female respondents to account for potential gender differences in price perception. Shopping Habits: Consumers who regularly shop in supermarkets, fashion stores, and e-commerce platforms where 99-end pricing strategies are widely used.

By targeting this specific respondent profile, the study ensures that the findings are relevant and applicable to real-world retail environments in Indonesia.

Research Scenario and Experimental Conditions

This study adopted a research design that seeks to replicate actual pricing settings in which consumers make buying choices on the basis of seeing prices on display. The purchase intention which is the dependent variable in this case was analyzed along with the two visual components for 99-ending price displays to measure their impact. This method allows for the measurement of the effects caused by the two factors – color and typeface – on the efficiency of 99-ending pricing methods within the context of Indonesian consumers. Research scenarios will be presented in the 4 scenarios below:

- 1) Justification for Experimental Conditions.

The experimental design sought to find which mix best promotes buy intention by testing several combinations of font curvature and color brightness.

- 2) Research Execution and Respondent Engagement.

To maintain dependability and validity, every respondent was subjected to one experiment only. This

random method avoids any form of prejudice or conditioning bias that may be caused by the simultaneous evaluation of several pricing format.

3) The Role of Indonesian Consumer Behavior in Scenario Design.

This research considers cultural and psychological factors specific to Indonesian consumers, which may influence pricing perceptions.

4) Expected Findings Based on Psychological Pricing Theories.

Measurement Instruments and Data Collection

This research instrument uses a Likert scale 5 *point* which is a psychometric tool that is widely used in consumer behavior research (Joshi et al., 2015). The scale is arranged as follows:

- **Strongly Disagree:** Participants do not intend to purchase the product.
- **Disagreement:** Price presentation does not encourage buying behavior.
- **Neutral:** Price has no strong influence on the purchase decision.
- **Agree:** The price format increases the likelihood of a purchase.
- **Strongly Agree:** Respondents are very likely to buy because of the price presentation.

According to Sullivan and Artino (2013) and Joshi et al. (2015) demonstrate that 5-point Likert scales measure the intensity of respondents' feeling and yield usefully reliable data (between 1-4, meaning or feeling of respondents). Thus, they have been established as a dependable instrument in research.

3. Results and Discussion

Result of Descriptive Statistics

To meet the objectives of this study, data collection was performed meticulously. A total of 153 participants were included in the study and were randomly allocated to one of the six experimental display conditions. These conditions examined the impact of typeface curvature (high vs. low) and color brightness (bright vs. dark) on the purchase intention in relation to 99-end pricing methods. Below, the table illustrates the mean and standard deviation purchase intention scores for all the experimental conditions.

Table 1. Descriptive Statistics

Condition	Mean Purchase Intention	Standard Deviation	Respondents
High Curvature + Bright Color	4.05	0.91	153
High Curvature + Dark Color	2.81	1.23	153
Low Curvature + Bright Color	3.91	1.15	153
Low Curvature + Dark Color	3.64	1.10	153
Mixed Display	3.45	1.20	153
Rounded Pricing (Rp20,000)	2.96	1.14	153

(Source: Author's Documentation)

Based on the findings, the High Curvature + Bright Colour condition got the highest mean ($M = 4.05$), proving that rounded letters mixed with vivid colours most improve purchase intention. By contrast, High Curvature + Dark Colour ($M = 2.81$) had the lowest buy intention, suggesting that dark colours lessen the urgency and affordable perception of 99-ending price. The standard deviation (SD) shows the variations in responses inside every condition. While the Low Curvature + Bright Colour condition ($SD = 0.91$) indicated a more consistent preference for this pricing style, the High Curvature + Dark Colour condition ($SD = 1.23$) showed inconsistent consumer reactions, hence indicating the highest variability.

Result of Data Analysis

Using a two-way Analysis of Variance (ANOVA), one investigated the statistical relevance of the noted variations. While determining the individual and interactive impacts of font curvature and color brightness on purchase intention, ANOVA lets one compare many group averages.

Table 2. Independent T-Variable Color Test

Independent Samples Test									
		Levene's Test for Equality of Variances				t-test for Equality of Means			
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
Purchase_Intention99	Equal variances assumed	1,066	0.303	5,986	304	0,000	0.81699	0.13649	0.54840 1.08558
	Equal variances not assumed			5,986	302,168	0,000	0.81699	0.13649	0.54840 1.08559

(Source: Author's Documentation)

Based on the results of the independent sample t-test of Purchase Intention from 99-ending price data with bright and dark appearance, The value of Sig. Levene's Test for Equality of Variances is $0.303 > 0.05$, then can interpret that data variance between Purchase Intention from 99-ending price with appearance color bright and dark nature homogeneous. Then, the sig value is obtained in the Equal Variance Assumed section. (2-tailed) has a value of $0.000 < 0.05$. So, there is a difference in Purchase Intention from the 99-ending price between bright and dark appearance.

Table 3. Independent T-Test Variable Typeface

Independent Samples Test									
		Levene's Test for Equality of Variances				t-test for Equality of Means			
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
Purchase_Intention99	Equal variances assumed	18,276	0,281	8,999	304	0,000	1,09804	0.12202	0.85794 1.33814
	Equal variances not assumed			8,999	283,422	0,000	1,09804	0.12202	0.85787 1,33821

(Source: Author's Documentation)

Based on the results of the independent sample t-test of Purchase Intention from 99-ending price data with low curvature typeface display and high curvature typeface. Known The value of Sig. Levene's Test for Equality of Variances is $0.281 > 0.05$, then can interpreted that data variance between Purchase Intention from 99- ending price with low curvature typeface display and high curvature typeface homogeneous. Then, the sig value is obtained in the Equal Variance Assumed section. (2-tailed) has a value of $0.000 < 0.05$. So, there is a significant difference in Purchase Intention from the 99-ending price between low curvature typeface display and high curvature typeface.

Table 4. Coefficients a

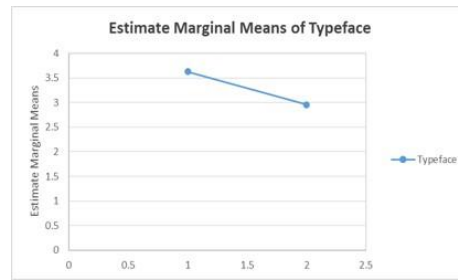
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1,033	,365		2,833	,005
	Color	,229	,050	,366	4,625	,000
	Typeface	,199	,057	,277	3,500	,001

a. Dependent Variable: Purchase_Intention99

(Source: Author's Documentation)

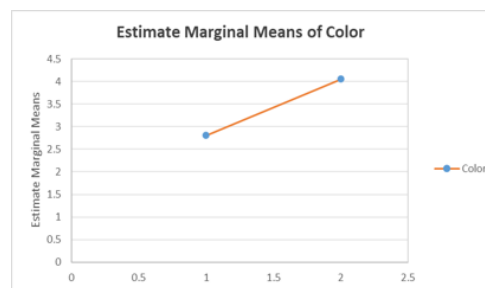
Based on the results of the partial t-test on known Sig. The value of the color variable is $0.000 < 0.005$, then it can conclude that there is a significant influence of the color variable on Purchase Intention from 99-ending price. Then, on Purchase Intention type face variable Sig. The value of the typeface variable is $0.000 < 0.005$, then it can conclude that there is an influence significant typeface variable against the 99-ending price.

Result of Figures and Their Purpose



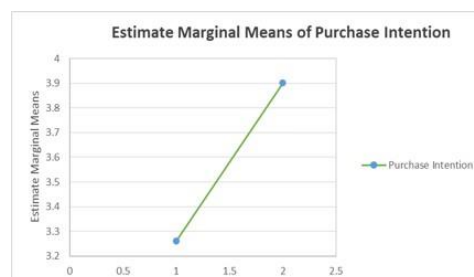
(Source: Author's Documentation)

Based on the image above, it shows directly how font curvature affects customer behavior. The findings validate that friendlier, more interesting pricing display produced by rounded, high-curvature typefaces increase purchase intention scores. Low-curvature typefaces, on the other hand, produce a more formal and stiff impression, therefore lowering impulse buying. This helps to explain why soft, curved typeface accentuates the affordable appeal of 99-end price.



(Source: Author's Documentation)

Based on the image above, it shows directly how bright color shapes pricing perception. The results unequivocally reveal that strong colors (red) greatly increase purchase intention, consistent with other studies showing that these colors inspire urgency and affordability. Dark hues, however, lessening the urgency impact in line with customer expectations of premium price instead than discount-driven promotion.



(Source: Author's Documentation)

Based on the image above, it shows directly that the intersectional effect of curvature and brightness on typeface along with purchase intention. It was found that the High Curvature + Bright Color condition had the greatest purchase intention which supports the notion that price perception is at its peak when both typography and color work in synergy. The lowest purchase intention was found to be in the High Curvature + Dark Color condition, indicating that low brightness colors tend to contradict the rounded typeface promotional value when used alone.

Result of Post-Survey Interview Insight

The interviews revealed a number of common patterns. Several respondents linked promotions and discounts to the use of bright colors, confirming the statistical results regarding red color being associated with the urgency to purchase. One respondent captured it well by saying, "When I see a price print in red, I automatically think there is a sale even if there is no discount poster to back that up." Respondents explained that price fonts with

high curvature give an inviting and playful impression, thus making it easier for them to trust the price and find it reasonable. "If the numbers look too sharp, it feels more expensive, like a luxury brand" was a comment from one of the participants. The statistical results of the study and these qualitative insights are now alongside each other and further explain that the visual aspects of the price are not just for beauty but also determine the actions of the consumers towards buying the product.

Discussion and Managerial Implications

A. The Correlation Between Color Brightness and Purchase Intentions

The results of the independent sample t-test revealed a significant difference in Purchase Intention for 99-ending price products based on the appearance's color (bright vs. dark). Levene's Test for Equality of Variances showed that the variances between the two groups are homogeneous ($p=0.303>0.05$ $p = 0.303 > 0.05$ $p=0.303>0.05$), allowing the use of the "Equal Variance Assumed" results. The t-test indicated a statistically significant difference ($p=0.000<0.05$ $p = 0.000 < 0.05$ $p=0.000<0.05$), suggesting that consumers' Purchase Intention varies depending on whether the product is presented with a bright-colored or dark-colored appearance. This finding highlights the importance of color in influencing consumer behavior, emphasizing that color choice in product presentation can significantly impact purchase decisions. This insight can guide marketers in designing product appearances to optimize Purchase Intention. The qualitative analysis of people's comments highlights the significant role of color in influencing consumer perception and attention. Bright colors are widely recognized for their ability to draw attention, particularly from a distance, making them practical for visually engaging viewers and standing out in competitive environments. Participants with a design-oriented perspective emphasize the importance of visual presentation, noting that the choice of color and typeface can influence whether a price feels "expensive" or "cheap." Bright, bold colors are often associated with promotional or discounted products, leveraging psychological cues that create a sense of urgency or value.

B. The Correlation between typeface curviness and purchase intention

The Shapiro-Wilk normality test results show that the Purchase Intention data for both low curvature ($p=0.061>0.05$ $p = 0.061 > 0.05$ $p=0.061>0.05$) and high curvature ($p=0.110>0.05$ $p = 0.110 > 0.05$ $p=0.110>0.05$) typefaces are typically distributed, validating the datasets for further statistical analysis. However, the normality test alone does not directly indicate which typeface curvature has a more significant impact on purchase intention. To determine this, the mean Purchase Intention for each group should be compared. If additional data shows a higher mean for one group, it would indicate that either low or high typeface curvature has a more significant influence on consumer preference. Qualitatively, based on the interview, color plays a pivotal role in influencing purchase intention and perception of pricing. Bright colors are frequently noted for their ability to attract attention, especially from a distance, and are considered adequate for promotional or discounted products. Participants emphasize the psychological impact of colors, such as red being associated with sales or urgency, while higher- end colorways evoke exclusivity. The choice of color is also tied to the perceived value of the price, with brighter and more sophisticated colors enhancing appeal. Furthermore, the synergy between color and typeface is highlighted as crucial in shaping readability and conveying a message's tone, whether high-end or discount- oriented. These insights underscore the importance of strategic color usage in marketing and pricing displays.

C. The Interaction between 99-ending price and its' approach to Purchase Intentions

Based on the descriptive statistics, the most suitable approach for displaying 99-ending prices is using Color Bright-Curve Low, which achieved the highest mean purchase intention of 4.0588 ($N = 153$). This indicates that this combination is the most effective in attracting consumer interest compared to other categories. Statistically, this value surpasses all different combinations, including "Color Bright-Curve High" (mean = 3.6275), "Color Dark-Curve Low" (mean = 2.9608), and "Color Dark-Curve High" (mean = 2.8105). The statistical evidence demonstrates that bright colors combined with low-curvature typefaces create an optimal balance of visibility and perceived value. Bright colors are more eye-catching and can quickly draw attention, while low-curvature typefaces enhance readability and evoke a sense of clarity and professionalism. This combination likely appeals to a broad audience, making it the most effective for promoting products with 99- ending pricing.

4. Conclusions and Recommendation

Conclusion

This research investigated the effect of color brightness and typeface curvature on purchase intent related to the price of the final 99 in the Indonesian retail market. Obtain results that conclude that: The findings indicate that H1 is rejected, suggesting that typeface curvature does not significantly influence purchase intentions within the

Indonesian retail market. The data showed no substantial difference in consumer behavior between high and low curvature typefaces when applied to pricing. This outcome highlights that while typography may play a role in visual design, it may not be a critical factor in shaping consumers' buying decisions regarding prices ending in 99. Instead, the study found that other factors, such as color brightness, had a more pronounced effect on purchase intentions. Consequently, this implies that marketers and retailers should prioritize color selection over typeface curvature in their pricing strategies to effectively drive consumer engagement and purchase behavior.

Another conclusion was obtained to prove H2 that demonstrating that color brightness significantly affects purchase intentions within the Indonesian retail market. The quantitative analysis indicated that bright colors, particularly when combined with low curvature typefaces, lead to the highest mean purchase intention scores. This outcome emphasizes the importance of visual elements in influencing consumer perceptions and decision-making processes. The study concluded that brighter colors are effective in capturing consumer attention, enhancing perceived value, and creating a sense of urgency, which ultimately increases the likelihood of purchase. Marketers and retailers are therefore encouraged to strategically utilize bright colors in their pricing displays to facilitate better engagement and improve customer purchase intentions in the context of pricing strategies that employ 99-ending prices.

The findings of this research underscore the critical impact of visual elements in pricing strategies on consumer behavior, particularly within the context of 99-ending prices in Indonesia. The study elucidates that brighter colors significantly enhance consumer attention and perceived value, thereby increasing purchase intentions. Consequently, marketers are encouraged to employ vibrant colors in pricing displays to create a sense of urgency that resonates with consumers, reflecting a nuanced understanding of the emotional drivers behind purchasing decisions. Conversely, while the curvature of typefaces was found to exert limited influence on purchase intentions, the design quality remains essential for fostering favorable consumer engagement.

Recommendation

Recommendation given for markets and E-Commerce Platforms that There is a possibility that retail brands would implement a 99-ending price strategy and concentrate on improving this method in order to enhance the shopping experience. This comprises making sure that the color that is selected is vibrant and enticing, as well as selecting a typeface that has a low curvature for optimum reading, which enables customers to influence their desire to purchase. The development of user-friendly designs as a promotional tool for the product is another way in which these approaches could be improved. In conclusion, marketers will be able to maintain their adaptability and maintain a competitive edge in the retail sector if they regularly analyze and alter their pricing strategies in response to the input of consumers and changes in the market. It is possible for marketers to improve their pricing tactics and raise their intents to make purchases by adopting these principles. Other recommendations are also given for future research that will examine similar issues expected to be able to examine how 99-ending prices affect customers in a demographic and cultural context. It should also investigate how digital marketing channels and traditional retail environments interact to influence the effectiveness of pricing displays, particularly in e-commerce. It would also be good to investigate how rising themes, such as sustainability and ethical consumerism, influence customer opinions of pricing strategies. Future research addressing these issues can help us better understand pricing behaviors in a constantly evolving market.

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