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Abstract
Most retailers proposed a slogan of cheapest price to attract consumers due to the recession of environment and facing to the competitors. While reading these advertisements or DMs, consumers could almost find out some “sale” cues.

As a retailer, the “sale” cue is the most directive way and often used to set a price. Moreover, if consumers carefully observe the DMs, the digit of price of product often use 0, 5, 8 and 9 to be the last digit of price. Among these numbers, the most appeared number was 9 on DMs.

Whether the intentionally arranged price information in DMs would be noticed by consumers or not, when consumers read these DMs? And, would the customers deal with these price information further? Whether the competitive pricing strategy was effective or not, it became an essential issue to the retailers. Therefore, in this research, it utilizes the eye-trace instrument to capture the information from consumers’ observations, then interview with the subject to realize the mode of viewing DMs of subject. And further discuss the decision behaviors of purchasing.

The result of research shows: (1) Subject get more attention to the product price with 9-ending than the one with 0-ending; (2) The products with “sale” cue actually get more attention from consumers; (3) Under the interaction between price ending and “sale” cue, the price ending gets more attention than “sale” cue. (4) Finally, it divides four different kinds of decision modes in the way of viewing DMs by subject:price oriented decision mode, personal preference oriented decision mode, anti-promotion decision mode and integer oriented decision mod
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