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## Fairness Perceptions of Price Increases in the Case of Currency Crisis Affecting Domestic and Foreign Brands

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### Abstract

Given the importance of the issue of fairness perception in the case of a currency crisis, in this study, we aim to analyze the effect of the type of fairness and the impact of the price increase on the customer's perception of price fairness during the currency crisis in domestic and foreign brands. For this purpose, we have included the review of the literature in the second section of the study, the research methodology in the third section of the study, the conclusion, and analysis in the fourth section of the study, and finally, in the fifth section, the limitations and suggestions for future research have been described. Furthermore, this study doesn't touch on the effect of losing the purchasing power of people -customers- as well as inflation. Also, luxury goods are not included as their prices are unrelated to the currency crisis. The present study aims to examine and analyze the factors affecting the customer's perception of fairness in the case of a currency crisis. For this purpose, five different scenarios encompassing five different types of domestic and foreign products were used. Each questionnaire was randomly distributed among 50 people. Nonparametric t-test and ANOVA were used for data analysis. The pairwise comparison indicates that in all scenarios, the perception of fairness in the foreign market basket is significantly higher than the perception of fairness in the domestic market basket. Also, in all scenarios, there is a significant difference between the perception of fairness in the Iranian market basket and the foreign market basket. This study can be beneficial to formulating and implementing firm pricing strategies.

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**Keywords:** Currency Crisis, Perception Of Fairness, Pricing ;

### 1. Introduction

A crisis is defined as a disruptive, unpredictable, and unexpected event that arises from both the internal and external environments of an organization and can threaten its sustainability, financial condition, and strategic goals (Bundy et al., 2017). When a crisis occurs, the complexity of the business environment increases (Coskun and

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