

Supersized Pricing and Anticipated Consumption Guilt: The Moderating Role of Product Type and Health Claims

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Abstract : Supersized pricing is an effective strategy often used by marketers to make consumers buy more. However, such a strategy also results in more purchases and consumption, especially of hedonic food products. This study brings interesting insights about supersized pricing as it provides value-based justification to consumers; as a result, the guilt associated with the purchase and consumption of hedonic products diminishes, which mediates the impact between supersized pricing and size choice. Interestingly, there is a three-way interaction between pricing, product type, and health goal prime. Health prime diminishes the impact of supersized pricing in the case of more hedonic products (unhealthy) compared to less hedonic (perceived as healthy) products.

Keywords : supersized pricing, anticipated consumption guilt, health claim, product type

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