

How Consumers with Hedonic (vs. Utilitarian) Purchase Motive Use
Item-Price (vs. Price-Item) Presentation Order as a Mechanism to Justify
Their Hedonic Purchase

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Abstract

We examine the moderating role of hedonic and utilitarian purchase motives for the presentation order effect. Past studies find that presenting item first and price later (e.g., 70 items for \$29) increases consumers' purchase intention than presenting the information in the opposite order (e.g., \$29 for 70 items). Yet, in seven studies, we find the effect to be applicable for hedonic purchases, but not for utilitarian purchases. Because consumers feel guilty about hedonic purchases, they engage in motivated processing to perceive greater value from hedonic purchases when item (benefit) information is presented first and price (cost) later. Perceiving greater value reduces guilt, and consequently increases hedonic purchases. Moderated serial mediation tests supported the mechanism. The effect is not observed for utilitarian purchases that do not elicit guilt. When a price discount is offered, the effect is reversed because actual savings alleviate guilt better than perceived savings.

Subject Areas: *Hedonic Products, Information Processing, Pricing*

Track: Consumer Behaviour