Reversing the Good-Better-Best Sequence - Don’t Save the Best for Last

Henrike Pudlik
University of Hamburg
Kai Widdecke
University of Hamburg
Lisa Joerg
University of Hamburg

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Abstract

A widely used approach to tiered pricing is the Good-Better-Best (GBB) structure, which presents three tiers that increase in quality and price. Yet theory suggests that reversing this sequence to Best-Better-Good (BBG) may increase spending by altering anchors and viewing patterns. Firms often visually highlight specific tiers, and these salience cues may weaken or override sequence effects. We examine these effects in a 2 (GBB vs. BBG) × 3 (no, Better, Best highlight) eye-tracking experiment across three product categories and study how the sequence of options affects viewing patterns, perception of the offer (including ease of decision and perceived deceptiveness), and spending. Initial results suggest that BBG might shift choices toward higher-priced tiers without affecting ease of decision or perceived deceptiveness. These trends suggest that reversing GBB could raise revenue at minimal cost.

Track: Pricing & Promotions