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경영학석사학위논문

The Effects of Product Types on the
Preference for Price Discount and
Bonus Pack

—Focusing on Vice Products and Virtue Products—

제품유형이 가격할인과 보너스팩의
선호에 미치는 영향

— 해로운 제품과 이로운 제품을 중심으로—

2013년 2월

서울대학교 대학원

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Abstract

The Effects of Product Types on the Preference for Price Discount and Bonus Pack

—Focusing on Vice Products and Virtue Products—

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Prior research has presented that consumers prefer bonus pack than price discount because bonus pack is framed as gain and price discount is framed as loss. However, I propose that this preference does not hold for vice products. Consumers prefer a price discount to a bonus pack for vice products but prefer a bonus pack to a price discount for virtue products. The process underlying the proposed effect is that a price discount acts as a justifiable reason and can mitigate the guilt associated with the vice consumption. Conversely, the absent of guilt leads consumers to choose a bonus pack for virtue products. Dispositional consumption guilt and previous task (hard or easy) influence the choice of price discount versus bonus pack for vice and virtue consumption.

Keywords: Vice/Virtue Products, Price Discount, Bonus Pack, Guilt, Justification

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Chapter 1. Introduction

Researchers have spent a long time to explore the effect of promotion and conclude that consumers react differently to monetary promotion and non monetary promotion. (Hardesty and Bearden 2003, Kamins, Folkes, and Fedorikhin 2009). Prior research has presented that consumers prefer bonus pack than price discount because bonus pack is framed as gains and price discount is framed as loss. However, I suppose that consumers' preference for promotion type changing with vice or virtue consumption. In this research, the influence of price discount and bonus pack on vice and virtue consumption is explored. Wertenbroch (1998) showed that intrapersonal dilemmas arise when people face choices between vices and virtues. A relative vice (virtue) is something that is preferred to a relative virtue (vice) when considering only the immediate (delayed) pleasure of consumption and holding delayed (immediate) utility fixed. In other words, vice products offer pleasure in the short run while virtue products offer positive payoffs in the long run. Vice consumption evokes a sense of guilt more often than virtue consumption, in this case, consumers would prefer price discount because it helps mitigate guilt and then justify the vice consumption. However, for virtue consumption, there is little anticipated consumption guilt, instead of price discount, bonus pack would be preferred, that is guilt-consistent thoughts mediates the

proposed effect.

Due to the significant role of guilt in vice consumption, consumers who experience greater consumption guilt will prefer the price discount more than the bonus pack and those who experience low guilt will show a reduced preference for the price discount. In the same way, the consumers who participant an high-effort-hard work previously, as the guilt is justified by the hard work, will prefer the bonus pack more than price discount and those who participant a low-effort-easy work will prefer price discount than bonus pack. Thus, dispositional consumption guilt and previous task moderate the proposed effect.

Chapter 2. Literature Review

2.1 Virtue Consumption: the Preference for Bonus Pack

According to the prospect theory, one of an interesting implication is that choices are affected by whether the alternatives are framed as gains or as reduced losses. Diamond and Sanyal supposed that the framing of promotions should affect the consumers' choice. Campbell and Diamond's subjects rated nonmonetary promotions as making them feel that they are "gaining something extra". In contrast, subjects rated monetary promotions as making them feel that they were "losing less than usual". In short, nonmonetary promotions are framed as gains and monetary promotions are framed as reduced losses. (Campbell, Leland and William D. Diamond 1988). In this paper, bonus pack belongs to non-monetary promotion while price discount belongs to monetary promotion. According to Campbell and Diamond, bonus pack can be framed as a gain and price discount can be framed as a loss. They also present the result of a field experiment demonstrating that if a test promotion was framed as a gain, it was more likely to be chosen than if it was framed as a reduced loss. Chandran and Morwitz presented that consumers who saw free promotions (a freebie with purchase, a bundled offering, and free delivery/shipping etc.) have a significantly greater number of promotion-related thoughts than those who saw discounts. Instead, consumers who saw

discounts had a greater number of quality-related thoughts, such as uncertain product quality due to poor manufacturing standards) while those who saw free promotions showed no differences in the number of quality-related thoughts across conditions. Based on these researches, I proposed that, for virtue consumption, people prefer bonus pack than price discount.

2.2 Vice Consumption: Justification by Price Discount

Maximizing the immediately realized utility of consumption conflicts with maximizing some higher-order, long-term, or life-time utility. When purchasing vice products which maximize immediate pleasure instead of long-term utility, such conflicts will appear. Besides conflicts, hedonic consumption evokes a sense of guilt. (Okada,2005; Kivetz and Simonson 2002). It applies to vice products consumption as well. (Wertenbroch 1998). This sense of guilt may arise in anticipation or as a result of making an unjustifiable choice. (Prelec and Loewenstein 1998). Due to such conflicts and guilt, people need to justify their actions and decisions so that they try to construct reasons for justification (Shafir, Simonson, and Tversky 1993). The process of justification will reduce the conflicts and mitigate the guilt from the consumption of vice products.

Because justifiable options are easier for people to choose (Hsee

1995; Simonson 1989), it should be easier for people to consume vice products when the situation facilitates the justification. Price discount is one of appropriate reason to justify consumption of vice products as price discount can be regarded as a way to save money, so price discount can be seen as an external self-justification strategy referring to the use of external excuses for justifying people's actions.(Rob W. Holland, Ree M. Meertens, Mark Van Vugt, 2002). Though the vice products do not provide long-term utility and are just for immediate pleasure, consumer will justify the consumption by cheaper price. Thus, not only consumers can enjoy the immediate pleasure, but also the guilt from the consumption can be mitigated as well..

Based on Wertebroch's purchase quantity rationing framework, consumers self-impose a constraint on their vice consumption by rationing their purchase quantities (relative to virtues). Purchase quantity rationing helps them to prevent overconsumption of vice products which can help to avoid the feelings of guilt that may be associated with buying large amounts of vices. Constraints on vice purchases are self imposed and strategic rather than driven by simple preferences. For example, many regular smokers buy their cigarettes by the pack, although they could easily afford to buy 10-pack cartons. Consumers actually preferred to consume limited quantity vice as consumption of much vice lead to increasingly

negative delayed consequences. Consumption less allows vice buyers to enjoy the immediate pleasure without having to worry about these delayed consequences. In hence, though bonus pack offers extra benefits as well, it is less effective to reduce the conflicts and mitigate the guilt from vice products consumption than price discounting. Because bonus pack are framed as “gain” more vice which against the quantity rationing framework and may lead to present much more conflicts and guilt instead of justification. In summary, I proposed that:

H1: Consumers exhibit a preference for price discounts on vice consumption and a preference for bonus pack on virtue consumption.

H2: Consumers prefer price discount on vice products because it provides a justifiable reason for vice purchase and helps mitigate guilt.

I proposed that price discount are preferred due to the role of justifying the conflicts and guilt from the vice consumption. Based on this hypothesis, I suppose that the dispositional consumption guilt would moderate this effect. For vice consumption, the greater dispositional consumption guilt the consumers experience, the more need to construct reasons to justify their choice. As a result, they will prefer price discount more than bonus pack. In contract,

consumer would prefer bonus pack because guilt does not play a significant role in the virtue consumption, thus, no matter greater or less dispositional consumption guilt, bonus pack which are framed as gain are preferred than price discount on virtue consumption..

H3-1: For vice products, consumers with greater dispositional guilt will prefer price discount than bonus pack.

H3-2: For virtue products, no matter low or high dispositional consumption guilt, consumers will prefer bonus pack.

The preferences among alternatives can be affected systematically by consumers' prior actions (Dhar and Simonson 1999; Novemsky and Dhar 2005). Kivetz and Simonson (2002) demonstrate that greater requirements of effort in the context of loyalty programs shifted people's preferences from receiving necessity to luxury rewards. They attribute this to the notion that greater effort serves as a guilt reducing device, which makes it easier to justify the purchase of luxuries. After consumers put effort into the acquisition of hedonic goods, they believe that they have earned the right to indulge and thus become more likely to consume. Kivetz and Yuhuang suggested that one of routes to justifying self-gratification is through hard work which requires higher effort (Kivetz and Yuhuang 2006). Drawing from this

literature, taking part in a hard work which requires higher effort could help justify vice consumption. If consumer took part in a hard work previously, they will be less susceptible to feelings of guilt and more likely to be self-indulgent in a subsequent task. In other words, the conflicts and guilt from vice consumption could be justified by hard work and they believe they have the right to enjoy the immediate pleasure. The following predictions can be made that, if the participants perform a hard task previously, I expect that participants presented with the vice products to show an enhanced preference for the bonus pack; the hard task enables them to be more self-indulgent, reducing their need for justification to mitigate guilt. However, if the participants perform an easy task previously, price discount could be a justifiable reason to mitigate guilt. Conversely, I expect that participants presented with the virtue products to prefer the bonus pack regardless of the easy or hard task because there is little guilt associated with the consumption of vice product.

H4-1: For vice products, consumers who participate a hard work which requires high effort previously will prefer bonus pack than price discount; consumers who participate an easy work which requires low effort previously will prefer price discount than bonus pack.

H4-2: For virtue products, consumers, no matter participate a hard work or an easy work previously, will prefer bonus pack than price discount.

Overall, I proposed that bonus pack is preferred with virtue consumption, no matter higher or lower dispositional consumption guilt the consumer experience and no matter whether consumers participate an easy or a hard task. In contrast, price discount is preferred with vice consumption, especially for consumers who experience higher dispositional consumption guilt and for consumers who participate an easy work instead of hard work previously.

Chapter 3. Study

3.1 Pretest

Before study 1 and 2, a pretest was conducted to make sure the products, cigarettes and vitamin supplement tablets, gym membership and online game membership, which used across study 1 and 2 are viewed as relative vice and virtue products. (For details, see Appendix A).

3.2 Study 1

The goal of study 1 is to test whether there is a preference for bonus pack with virtue consumption and a preference for price discount with vice consumption. After participants indicated their choice between a bonus pack and a price discount, I asked them to check the reasons for their choice. The proposed justification-based account suggests that, for vice consumption, participants prefer a price discount because the price discount provides a justifiable reason for vice purchase than bonus pack and helps mitigate guilt. In other words, guilt-consistent thoughts (for example, cigarette on a sale give me an excuse to buy it as it is cheaper than regular) should mediate the proposed effect.

At the same time, I suggest that consumer who are predisposed to experience greater consumption guilt are more likely to search for a justifiable reason that helps mitigate their guilt than consumers who experience less dispositional consumption guilt. For vice consumption, I suggest that consumers who e\experiencing greater dispositional consumption guilt will prefer the price discount more than bonus pack. However, because guilt does not play a significant role in the consumption of virtue products, regardless of whether high or low dispositional consumption guilt, consumers are likely to choose the bonus pack instead of price discount. Thus, the proposed effects are moderated by dispositional consumption guilt.

3.2.1 Methodology

One hundred participants from SNU CBA took part in the study and were randomly assigned to the virtue or vice consumption conditions. First, the participants' dispositional consumption guilt would be assessed using a three-item guilt scale, which adopted from Burnett and Lunsford's previous work. A higher score indicated greater guilt, and a lower score indicated lesser guilt. After the assessment of dispositional consumption guilt, participants were shown products. In virtue consumption conditions, the participants were shown vitamin supplement tablets and gym membership. Each

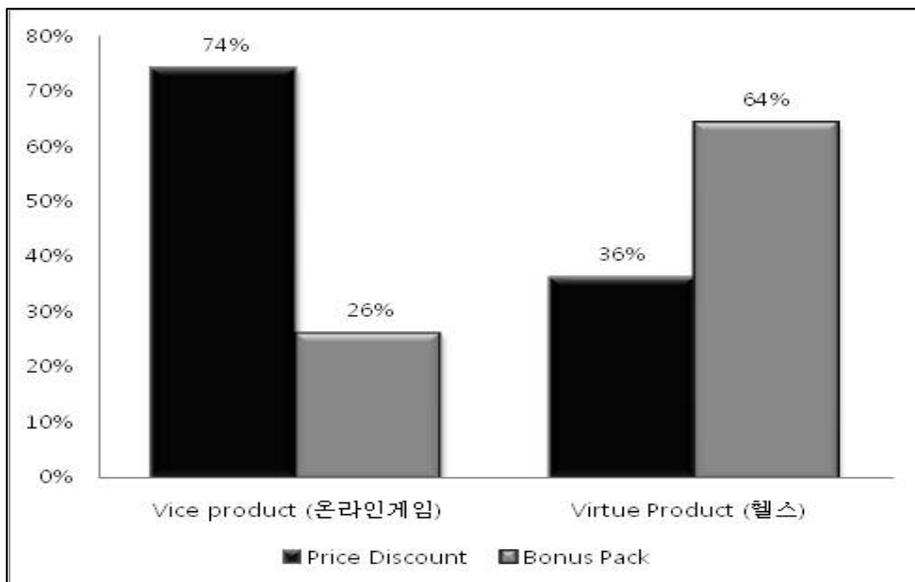
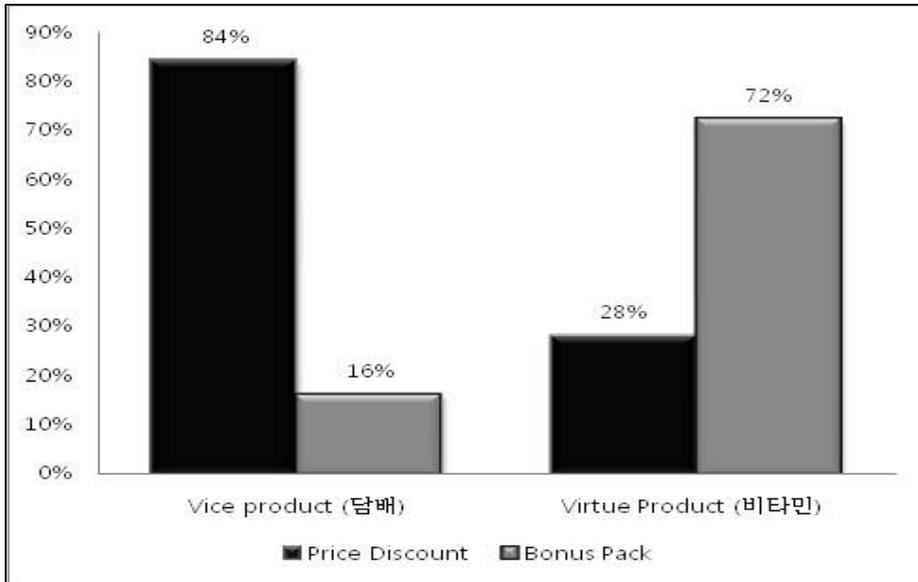
of products was offered with two promotional offers, one is price discount and the other is bonus pack. For example, vitamin supplement tablets whose regular price is 3,000 Won/10 tablets, participants were asked to choose between vitamin supplement tablets with a 20% price discount which is available for 2,400 Won and vitamin supplement tablets with 20% (2 tablets) extra more. Gym membership, whose regular price is 70,000 Won/4 week, participants were asked to choose between gym membership with a 25% price discount which is available at 52,500 Won and gym membership with 20% (1 week) extra more. Participants indicated which promotional offer they would choose. In vice consumption condition, the participants were shown cigarette and online game membership. Each of products was offered with two promotional offers, one is price discount and the other is bonus pack. For example, cigarette, whose regular price is 2,500 won, participants were asked to choose between cigarette with a 20% price discount which is available at 2,000 won and cigarettes with 20%(2 cigarette) extra more. Online game membership, whose regular price is 30,000 Won/4 week, participants were asked to choose between online game membership with a 25% price discount, which is available at 24,000 Won and online game membership with 25%(1 week) extra more. Participants indicated which promotional offer they would choose as well. After choice, participants were asked to

check their reasons for choosing one of two promotional offers.

3.2.2 Results

Logistic regression was used to test the proposed effect that people show differential preference for a price discount versus a bonus pack with virtue and vice product. For cigarette and vitamin supplement tablets, a significant main effect of type of products emerged. (Wald (1) = 33.924, $p < .001$). Of the participants, 84% chose the price discount with vice product—cigarettes, 28% chose the price discount with virtue product—vitamin supplement tablet. The odds of choosing a price discount were more than 13.5 times higher for vice products—cigarettes 3.00 than for virtue products—vitamin supplement tablets 0.22. For on-line game membership and gym membership, a significant main effect of type of products emerged. (Wald (1)=14.980, $p < .001$). Of the participants, 74% chose the price discount with vice product—online game, 36% chose the price discount with virtue product—gym membership. The odds of choosing a price discount were more than 5.06 times higher for vice products— online game membership 2.06 than for virtue products—gym membership 0.41. This shows that a significantly greater number of participants chose the price discount over the bonus pack with vice product, and in contrast, bonus pack was preferred with virtue product. Figure 1 depicts these results.

Figure 1 Price Discount for Vice Products and Bonus Pack for Virtue Products.



H2 proposed the mediating role of guilt. I categorized the reasons of choosing price discount or bonus pack into guilt-consistent thoughts and guilt-inconsistent thoughts (Arul Mishra and Himanshu Mishra 2011). (For examples, see Appendix B). Based on the research of Preacher and Hayes (2004), an analysis was conducted to test whether guilt-consistent thoughts mediated the type of product and the preference for price discount or bonus pack. For cigarettes and vitamin tablets, the Sobel test confirmed mediating role of guilt-consistent thoughts ($z = 3.07597485$, $p = 0.001$). For on-line game membership and gym membership, the Sobel test confirmed mediating role of guilt-consistent thoughts ($z = 2.61598202$, $p = 0.004$) as well. As I expected, H2 was supported that people prefer price discount over bonus pack when purchase vice products, because price discount provides a justifiable reason and helps mitigate the guilty from vice consumption.

H3 proposed the moderating role of dispositional consumption guilt. First I averaged the three chronic consumption guilt scale items) to form a measure of dispositional guilt. In order to explore the interactive influence of dispositional consumption guilt and type of products (vice versus virtue) on preference for price discount versus bonus pack, binomial logistic regression was conducted. For cigarette and vitamin table supplements, a significant main effect of

type of products (Wald (2) = 33.924, $p < .001$) emerged and qualified by a type of products (vice versus virtue) \times dispositional consumption guilt interaction (Wald (2) = 8.09, $p < .01$). A decomposition of this interaction across vice and virtue product revealed the following pattern. For vice product—cigarettes, there is a difference of participants choosing a price discount and a bonus pack depending on the level of dispositional consumption guilt. (Wald (2) = 8.66, $p < .001$). The estimated coefficient for log (dispositional consumption guilt) is about 1.42. If log (dispositional consumption guilt) increases one unit, then the odds of choosing a price discount will increase by . It indicates that an increase in dispositional consumption guilt made participants more willing to choose price discount than bonus pack when purchase cigarettes. Conversely, for virtue product—vitamin supplement tablets, there is no significant difference of participants choosing a price discount and bonus pack depending on the level of dispositional guilt (Wald (2) = 1.09, $p > 0.1$). Thus, regardless of the level of dispositional consumption guilt, participants prefer for bonus pack when purchase vitamin supplement tablets.

For online game membership and gym membership, a significant main effect of type of products (Wald (2) = 14.980, $p < .001$) emerged and qualified by a type of products (vice versus virtue) \times dispositional consumption guilt interaction (Wald (2) = 6.07,

$p < .04$). A decomposition of this interaction across vice and virtue products revealed the following pattern. For vice product–online game membership, there is a difference of participants choosing a price discount and a bonus pack depending on the level of dispositional consumption guilt as well. (Wald (2) = 7.41, $p < 0.01$). The coefficient of log (dispositional consumption guilt) is about 0.98. If log (dispositional consumption guilt) increases one unit, then the odds of choosing a price discount will increase by . It indicates that an increase in dispositional consumption guilt made participants more willing to choose price discount than bonus pack when join online game. Conversely, for virtue product– gym membership, there is no significant difference of participants choosing a price discount and bonus pack depending on the level of dispositional guilt (Wald (2) = 2.71, $p > 0.05$). Thus, H3 was supported that, for vice products, consumers with greater dispositional guilt prefer price discount than bonus pack. For virtue products, no matter low or high dispositional consumption guilt, consumers prefer bonus pack.

3.2.3 Discussion

Though consumers tend to prefer bonus pack than price discount regardless of type of products in line with prior researches, I propose that this preference for bonus pack does not hold for vice products, because bonus pack fails to mitigate guilt from vice

consumption than price discount. The results of study 1 provide support for consumers show differential preference for a price discount versus a bonus pack according to type of products. Though consumers tend to prefer bonus pack than price discount regardless of type of products in line with prior researches, I propose that this preference for bonus pack does not hold for vice products, because bonus pack fails to mitigate guilt from vice consumption than price discount. As hypothesized, consumers preferred bonus pack on virtue consumption, however, on vice consumption, consumers exhibited a preference for price discount because price discount acts as a guilt-mitigating justification. The results also support the proposed effect by showing that consumers who experience greater dispositional consumption guilt are more likely to search for price discount to justify their purchase of vice products. However, consumers who experience lower dispositional consumption guilt do not feel the need to search for such justifiable reason as much as the consumers with greater dispositional consumption guilt. Nevertheless, when purchase virtue products, regardless of their level of dispositional consumption guilt, consumers displayed a greater preference for a bonus pack over bonus pack.

3.3 Study 2

Consumption could be influenced by preceding or following activities. Study 2 aims to check the influence of participating a

high-effort-hard work or an low-effort-easy work previously on the preference for a price discount versus a bonus pack for vice and virtue products. Based on prior research, one of the routes in justifying self-gratification is through hard work. For example, Kivetz and Yuhuang (2006) find that when participants perceive themselves as having invested greater effort (hard work), the likelihood of choosing relative vice increase because participating a hard work allows them to justify the vice consumption. In the context of my study, a price discount acts as a justification for vice consumption. However, if participants participate a hard work which requires high effort (hard work condition), they will be less susceptible to feelings of guilt and more likely to pursue self-gratification. Thus, in this case, the attractiveness of the price discount with the vice consumption as a justification would diminish, and participants would be less likely to choose it, instead being more likely to prefer the bonus pack. However, if participants participate in an easy work which requires less effort, I expect that participants to show a preference for price discount as it acts as a justification source and mitigate their consumption guilt. Conversely, for virtue consumption, I expect participants to prefer the bonus pack regardless of participating low-effort-easy work or high-effort-hard work because there is little guilt associated with virtue consumption.

3.3.1 Methodology

100 participants from SNU CBA took part in the study. They were divided into two conditions, hard task condition and easy condition. In the hard work condition, first, participants were given a scenario saying participants finished a major exam which is the hardest course they took this semester. They did not get an expected score in the midterm exam, so they worked very hard on the final exam. In the easy task condition, they were told that they finished the class which is the easiest one they took this semester. And then they were presented with the online game membership or gym membership with the two types of promotional offers. Gym membership, whose regular price is 70,000 Won/4 week, participants were asked to choose between gym membership with a 25% price discount which is available at 52,500 Won and gym membership with 20% (1 week) extra more. Online game membership, whose regular price is 30,000 Won/4 week, participants were asked to choose between online game membership with a 25% price discount, which is available at 24,000 Won and online game membership with 25%(1 week) extra more. They were asked to indicate which one they would choose. Therefore, the design of the experiment was a 2(product: vice versus virtue)×2(easy work versus hard work).

3.3.2 Results

Manipulation Check: I conducted manipulation check to verify whether participants take relative more effort in hard work condition and whether they take relative little effort in easy work condition. The mean of effort took in hard work condition is 4.39 and the mean of effort took in easy work condition is 2.30. (T-value=16.327, $p < 0.001$).

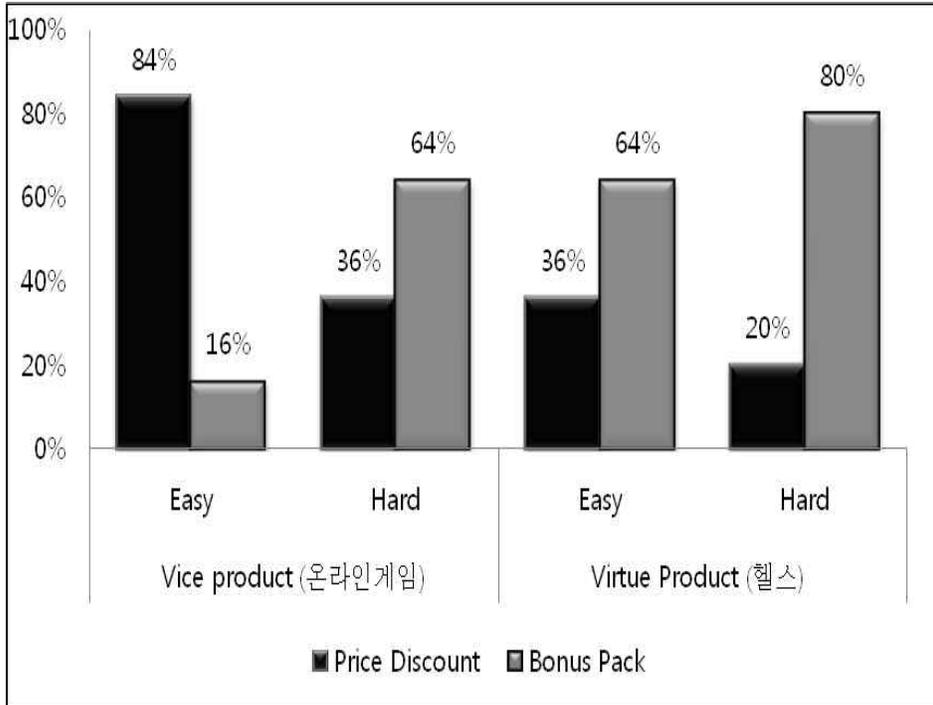
H4 proposed the moderating role of previous task. In order to explore the interactive influence of previous task (high-effort-hard work or low-effort-easy work) and products on choice (price discount versus bonus pack), binomial logistic regression was conducted. A significant main effect of type of products emerged (Wald (2) = 11.53, $p < .001$) and was qualified by a type of product (vice versus virtue) \times previous task ((high-effort-hard work or low-effort-easy work) interaction (Wald (2) = 8.03, $p < .01$). A decomposition of this interaction across vice and virtue product revealed the following pattern.

For the vice product-online game, there was a significant difference in the percentage of participants choosing a price discount and a bonus pack across the hard work and easy work conditions. Of the participants, 84% chose the price discount (16% chose the bonus pack) in the easy work condition, and 36% chose the price discount in the hard work condition (64% chose the bonus pack)

(Wald (2) = 10.58, $p < .01$), indicating a diminished preference for price discount in the hard work condition.

Conversely, for virtue product— gym membership, there is no significant difference in the percentage of participants choosing the price discount over the bonus packs across the easy and hard work conditions. 36% of participants chose the price discount (64% chose the bonus pack) in the easy work, and 20% of participants chose the price discount in the hard work condition (80% chose the bonus pack) (Wald (2) = 1.5, $p > .01$). Thus, no matter participating an easy or a hard work, more participants choose the bonus pack over price discount. H4 was supported that for vice products, consumers who participate a hard work which requires high effort previously will prefer bonus pack than price discount; consumers who participate an easy work which requires low effort previously will prefer price discount than bonus pack. Figure 2 depicts these results.

Figure 2 Moderation Role of Previous Task



3.3.3 Discussion

Consumers who finished a hard work, preferred bonus pack when they planned to join an online game as well as gym. However, consumers who finished an easy work, they preferred a price discount when joined an online game, whereas, they preferred gym membership provided with bonus pack. If another way to justify a vice product choice is available, participants' reliance on the price

discount to justify is reduced. Because there is no guilt for the choice of a virtue product, any influence of previous task is observed. In summary, as hypothesized, no matter vice or virtue products, participants who finished a hard task, preferred bonus pack. However, in the easy task condition, participants displayed a greater preference for online game when it was offered with price discount than when it was offered with bonus pack; however, displayed a greater preference for gym membership when it was offered with bonus pack.

4. General Discussion

Hypothesis	Supported or not
H1: Consumers exhibit a preference for price discounts on vice consumption and a preference for bonus pack on virtue consumption.	Supported
H2: Consumers prefer price discount on vice products because it provides a justifiable reason for vice purchase and helps mitigate guilt.	Supported
H3-1: For vice products, consumers with greater dispositional guilt will prefer price discount than bonus pack.	Supported
H3-2: For virtue products, no matter low or high dispositional consumption guilt, consumers will prefer bonus pack.	Supported
H4-1: For vice products, consumers who participate a hard work which requires high effort previously will prefer bonus pack than price discount; consumers who participate an easy work which requires low effort previously will prefer price discount than bonus pack.	Supported
H4-2: For virtue products, consumers, no matter participate a hard work or an easy work previously, will prefer bonus pack than price discount.	Supported

This research demonstrates that for vice products, comparing to bonus pack, price discount is more effective, however, for virtue products, a bonus pack is more effective than price discount. This

differential preference emerges because guilt associated with vice consumption which can be justified better by price discount than bonus pack. The reason that guilt can be justified better by price discount is that price discount is a way to save money and yet not overconsuming vice products which provides less long-term benefits. Conversely, for virtue consumption, such an absence of guilt, consumers prefer for a bonus pack which could provide them more long-term benefits. I also tested the influence of dispositional consumption guilt and previous task (low-effort-easy task or high-effort-hard task) on differential preference for price discount versus bonus pack in vice consumption and virtue consumption. For vice consumption, consumers who experience greater dispositional consumption guilt tend to choose price discount more than those who experience lower dispositional consumption guilt. However, if consumers participate in a hard work previously, they tend to choose bonus pack instead. Conversely, for virtue consumption, regardless of neither the level of dispositional consumption guilt nor previous task, consumers tend to choose bonus pack. The influence of dispositional consumption guilt and previous task provide support for the proposed effect by demonstrating the role of guilt and justification.

Implications

First, this research generalized the research about the influence of promotional type on vice and virtue products. Prior research concentrated on the influence of price discount and bonus pack on food consumption only, my research generalize food consumption to the other products that exist on the hedonic–utilitarian continuum. A second contribution of my work is in exploring and testing the moderation role of previous task (low–effort easy task / high–effort–hard task). Third, prior researches have examined the various influences of promotional offers on consumer behavior. Adding to this research, I suggest that it is necessary to account for the congruency between the type of products (virtue or vice) and the promotion (price discount or bonus pack). Both bonus packs and price discounts are categorized as different forms of price discrimination strategies that retailers use to increase profitability because both provide a savings benefit to the consumers (Chandon, Wansink, and Laurent 2000). However, when purchase vice products, due to the guilt, consumers tend to display a preference for price discount. In contrast, as guilt does not play an important role in virtue consumption, consumers prefer bonus pack to price discount. My findings suggest that because consumers do not perceive these two promotions similarly, managers can benefit by offering a price discount for vice products and a bonus pack for virtue products.

Limitation

A limitation of this research is that I could not keep the price and quantity constant across virtue and vice products because the products I used are different products. Future study might control the price same across studies because the price of products would influence the preference of promotional type. In addition, I set the percentage of both price discount and bonus pack, which might influence the choice as well. It might be worthwhile to study different percentages of price discount and bonus pack to provide more insights of the preference of promotional type. Moreover, personality-level variables may have the potential to influence the effect.

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APPENDIX 1: PRETEST

Method:

I showed 100 participants products used across study 1 and 2, cigarettes and vitamin supplement tablets, gym membership and online game membership. For each product, I asked them to indicate how much immediate pleasure and how much long-term benefit they would feel if they consumed it on a 7 point scale. The scales include immediate pleasure (1=not feel pleasurable, 7=feel very pleasurable), whether it is a logical decision (1=logical, 7=not logical), whether it is healthy (1=healthy, 7=not healthy), whether it is helpful (1=helpful, 7=not helpful), last, whether it contains long-term benefits (1=many long-term benefits, 7=no long-term benefit).

Table 1
Findings Of The Pretest

Study	Stimuli	T-statistic , p-Value
즉각적인 기쁨 Immediate pleasure 1=즉각적인 기쁨 없음 7=즉각적인 기쁨 많음	Raisins (M=2.33) Chocolates (M=5.93)	t=23.485, p<0.001
	Vitamin tablets(M=3.57) Cigarettes(M=6.50)	t=17.891, p<0.001
	Gym membership(M=4.09) Online game membership(M=5.59)	t=6.327, p<0.001
이 제품을 구매하는 논리적인 이유 1=논리적인 이유가 있다. 7=논리적인 이유가 없다.	Raisins (M=3.54) Chocolates (M=4.64)	t=4.642, p<0.001
	Vitamin tablets(M=2.19) Cigarettes(M=6.33)	t=28.596, p<0.001
	Gym membership(M=2.18) Online game membership(M=5.18)	t=14.436, p<0.001
이 제품이 건강에 미치는 영향 1=건강에 해롭지 않다. 7=건강에 해롭다.	Raisins (M=2.53) Chocolates (M=4.86)	t=14.813, p<0.001
	Vitamin tablets (M=1.55) Cigarettes(M=6.80)	t=57.424, p<0.001
	Gym membership(M=1.31) Online game membership(M=5.36)	t=29.049, p<0.001
이 제품이 나에게 미치는 영향 1=내게 도움이 된다. 7=도움이 안 된다.	Raisins (M=3.27) Chocolates (M=4.32)	t=5.201, p<0.001
	Vitamin tablets (M=1.71) Cigarettes(M=6.38)	t=33.177, p<0.001
	Gym membership(M=1.46) Online game membership(M=5.52)	t=26.087, p<0.001
장기적인 혜택 long-term benefits 1=장기적인 혜택이 없다. 7=도움이 안 된다.	Raisins (M=3.58) Chocolates (M=5.31)	t=8.545, p<0.001
	Vitamin tablets (M=1.72) Cigarettes(M=6.61)	t=35.490, p<0.001
	Gym membership(M=1.46) Online game membership(M=6.07)	t=36.567, p<0.001

Study	Stimuli	T-statistic,p-Value
	Raisins (M =3.0500) Chocolate (M = 5.0120)	t=19.865, p<.001
Experiment 1	Cigarettes (M=6.5240) Vitamin tablets (M=2.1480)	t=53.165, p<.001
Experiment 1,2	Gym membership (M=2.1000) Online game (M=5.5440)	t=32.338, p<.001

From Table 1 we can know that all the products used across study 1 and 2 are viewed as relative virtue and vice products. Raisins and chocolates were viewed as relative virtue and vice products. (Arul Mishra and Himanshu Mishra 2011). In present study, for cigarette and vitamin supplement tablet, participants purchase cigarette for immediate pleasure without logical reason no matter it is neither healthy nor helpful and sacrifice the long-term benefits. Conversely, when purchase vitamin supplement tablet, instead of immediate pleasure, participants value more on healthy and helpful attribute and perceive it with more long-term benefits. It is the same with online game and gym membership. In summary, cigarettes and vitamin supplement tablets, as well as gym membership and online game membership, when significant level set at 0.05, the significant probability is smaller than 0.001, thus there are significant difference between cigarette and vitamin supplement tablet, as well

as gym membership and online game membership in terms of immediate pleasure, long-term benefits. Besides, compared to raisin and chocolate, the difference between cigarette and vitamin supplement tablet as well as gym membership and online game are more significant. Thus, like raisin and chocolate, (Arul Mishra and Himanshu Mishra 2011), in the present research, gym membership and online game can be seen as relative virtue and vice products.

APPENDIX 2

Guilt-Consistent Thoughts

1. 평소라면 이 상품을 구입 안 하겠지만 할인 가격이기 때문에 사도 된다고 생각한다.
2. 나는 보통 이 상품을 구입하기 전에 죄책감이 드는다.
3. 20% 추가된 것을 고르면 더 많이 소비하게 될까 걱정이다.
4. 평소라면 이 상품을 구입 안 하겠지만 더 많이 주는 보너스 팩 때문에 사도 된다고 생각한다.

Guilt-Inconsistent Thoughts

1. 내게 좋고 나쁘고를 떠나서 가격이 평소보다 상당히 싸기 때문이다.
2. 추가 보너스가 내게 더 도움이 되기 때문이다.
3. 품질이 떨어지든 그만한 이유 있기 때문에 가격 할인을 제공한다는 의심이 들기 때문이다.
4. 어떤 상품이든 가격 할인보다는 보너스 팩을 택하는 편이다.

APPENDIX 3: Questionnaire

Study 1

(1) Vice Products Condition

1. 당신은 정당한 이유 없이 구매를 했을 때 후회하시는 편입니까?

1 전혀 그렇지 않다 2 3 4 보통이다 5 6 7 매우 그렇다

2. 당신은 충동구매를 했을 때 죄책감을 느끼시는 편입니까?

1 전혀 그렇지 않다 2 3 4 보통이다 5 6 7 매우 그렇다

3. 당신은 꼭 필요하지 않지만 기쁨을 제공하는 제품을 구매했을 때 죄책감을 느끼시는 편입니까?

1 전혀 그렇지 않다 2 3 4 보통이다 5 6 7 매우 그렇다

4. 당신은 정크 푸드(junk food)를 구매했을 때 죄책감을 느끼시는 편입니까?

1 전혀 그렇지 않다 2 3 4 보통이다 5 6 7 매우 그렇다

5. 양이 같은 담배 두 갑이 있다고 가정한다면, 둘 중에 어떤 것을 고르시겠습니까? ()

원래 가격 2,500원/한 갑, 20% 할인 가격 2,000원에 제공된 담배 A
원래 가격 2,500 에 20%만큼 2개비 더 많이 제공된 담배B

6.. 선택한 이유를 고르시오. ()

A. 평소라면 이 상품을 구입 안 하겠지만 할인 가격이기 때문에 사도 된다고 생각한다. 그래서 할인 담배A를 골랐다.

B. 나는 보통 이 상품을 구입하기 전에 죄책감이 들기 때문에 할인

담배A를 골랐다.

- C. 2 개비 더 제공된 담배를 고르면 담배를 더 많이 피게 될까 걱정이야. 그래서 할인 담배A를 골랐다.
- D. 내게 좋고 나쁘고를 떠나서 평소보다 가격이 상당히 싸기 때문에 구입했다.
- E. 추가 보너스가 내게 더 도움이 되기 때문에 보너스 팩으로 제공된 담배B를 골랐다.
- F. 품질이 떨어지기 때문에 가격 할인을 제공한다는 의심이 들기 때문에 보너스 팩으로 제공된 담배B를 골랐다.
- G. 어떤 상품이든 가격 할인보다는 보너스 팩을 택하는 편이야. 그래서 보너스 팩으로 제공된 헬스클럽B를 골랐다.
- H. 가격 할인을 하는 것은 그만한 이유가 있기 때문이라고 생각하기 때문에 보너스 팩으로 제공된 헬스클럽B를 골랐다.

7. 유료 온라인 게임에 가입하려 한다고 가정한다면,
들 중에 어떤 것을 고르시겠습니까? ()

원래 가격 4 주 30,000원, 25% 할인 가격 22,500원에 제공된 게임A
원래 가격 4 주 30,000원에 멤버십 1주 더 추가 연장된 게임B

8. 선택한 이유를 고르시오.

- A. 평소라면 이 상품을 구입 안 하겠지만 할인 가격이기 때문에 사도 된다고 생각한다. 그래서 할인 게임A를 골랐다.
- B. 나는 보통 이 상품을 구입하기 전에 죄책감이 들기 때문에 할인 게임A를 골랐다.

- C. 1주일 더 추가 연장된 게임을 고르면 게임을 더 많이 하게 될까 걱정이다. 그래서 할인 게임A를 골랐다.
- D. 내게 좋고 나쁘고를 떠나서 평소보다 가격이 상당히 싸기 때문에 구입했다.
- E. 추가 보너스가 내게 더 도움이 되기 때문에 보너스 팩으로 제공된 게임B를 골랐다.
- F. 품질이 떨어지기 때문에 가격 할인을 제공한다는 의심이 들기 때문에 보너스 팩으로 제공된 게임B를 골랐다.
- G. 어떤 상품이든 가격 할인보다는 보너스 팩을 택하는 편이다. 그래서 보너스 팩으로 제공된 게임B를 골랐다.
- H. 가격 할인을 하는 것은 그만한 이유가 있기 때문이라고 생각하기 때문에 보너스 팩으로 제공된 게임B를 골랐다.

Study 1

(1) Virtue Products Condition

1. 당신은 정당한 이유 없이 구매를 했을 때 후회하시는 편입니까?

1 전혀 그렇지 않다 2 3 4 보통이다 5 6 7 매우 그렇다

2. 당신은 충동구매를 했을 때 죄책감을 느끼시는 편입니까?

1 전혀 그렇지 않다 2 3 4 보통이다 5 6 7 매우 그렇다

3. 당신은 꼭 필요하지 않지만 기쁨을 제공하는 제품을 구매했을 때 죄책감을 느끼시는 편입니까?

1 전혀 그렇지 않다 2 3 4 보통이다 5 6 7 매우 그렇다

4. 당신은 정크 푸드(junk food)를 구매했을 때 죄책감을 느끼시는 편입니까?

1 전혀 그렇지 않다 2 3 4 보통이다 5 6 7 매우 그렇다

5. 건강보조식품 비타민이 두 박스 있다고 가정한다면,
 둘 중에 어떤 것을 선택하겠습니까?()

원래 가격 3,000원/10정, 20% 할인 가격에	2,400원에 제공된 비타민 A
원래 가격 3,000원에 20%만큼 (2정) 더 제공된	비타민 B

6.. 선택한 이유를 고르시오. ()

- A. 평소라면 이 상품을 구입 안 하겠지만 할인 가격이기 때문에 사도 된다고 생각한다. 그래서 할인 담배A를 골랐다.
- B. 나는 보통 이 상품을 구입하기 전에 죄책감이 들기 때문에 할인 담배A를 골랐다.
- C. 2 개비 더 제공된 담배를 고르면 담배를 더 많이 피게 될까 걱정이다. 그래서 할인 담배A를 골랐다.
- D. 내게 좋고 나쁘고를 떠나서 평소보다 가격이 상당히 싸기 때문에 구입했다.
- E. 추가 보너스가 내게 더 도움이 되기 때문에 보너스 팩으로 제공된 담배B를 골랐다.
- F. 품질이 떨어지기 때문에 가격 할인을 제공한다는 의심이 들기 때문에 보너스 팩으로 제공된 담배B를 골랐다.
- G. 어떤 상품이든 가격 할인보다는 보너스 팩을 택하는 편이다. 그래서 보너스 팩으로 제공된 헬스클럽B를 골랐다.

H. 가격 할인을 하는 것은 그만한 이유가 있기 때문이라고 생각하기 때문에 보너스 팩으로 제공된 헬스클럽B를 골랐다.

7. 같은시설을갖춘헬스클럽이두곳있다고가정한다면,
 둘 중에 어떤 것을 선택하겠습니까? ()

원래	가격 4 주	70,000원, 25% 할인	가격 52,500원에 가입할 수 있는 헬스클럽A
원래	가격 4 주	70,000원에 멤버십 1주 더 추가 연장된	헬스클럽B

8. 선택한 이유를 고르시오. ()

- A. 평소라면 이 상품을 구입 안 하겠지만 할인 가격이기 때문에 사도된다고 생각한다. 그래서 할인 담배A를 골랐다.
- B. 나는 보통 이 상품을 구입하기 전에 죄책감이 들기 때문에 할인 담배A를 골랐다.
- C. 2 개비 더 제공된 담배를 고르면 담배를 더 많이 피게 될까 걱정이다. 그래서 할인 담배A를 골랐다.
- D. 내게 좋고 나쁘고를 떠나서 평소보다 가격이 상당히 싸기 때문에 구입했다.
- E. 추가 보너스가 내게 더 도움이 되기 때문에 보너스 팩으로 제공된 담배B를 골랐다.
- F. 품질이 떨어지기 때문에 가격 할인을 제공한다는 의심이 들기 때문에 보너스 팩으로 제공된 담배B를 골랐다.
- G. 어떤 상품이든 가격 할인보다는 보너스 팩을 택하는 편이다. 그래서 보너스 팩으로 제공된 헬스클럽B를 골랐다.

H. 가격 할인을 하는 것은 그만한 이유가 있기 때문이라고 생각하기 때문에 보너스 팩으로 제공된 헬스클럽B를 골랐다.

Study 2

(1) Low-Effort-Easy Work/ Vice Products Condition

당신은 오늘 이번 학기에 수강하고 있는 과목들 중에서 제일 쉬운 과목을 들으러 학교에 왔다. 수업이 끝나고 유료 온라인 게임에 가입하려고 한다고 가정한다. 이 유료 온라인 게임은 두 가지 promotional offer로 제공된다고 가정한다.

1. 당신은 오늘 과목을 위해서 얼마나 열심히 공부했다고 생각합니까? ()

1=별로 열심히 하지 않았다 2 3 4 5=아주 열심히 했다

2. 당신은 오늘 자신의 노력에 대하여 스스로에게 상을 하는 것이 얼마나 떳떳하다고 생각합니까? ()

1=별로 열심히 하지 않았다 2 3 4 5=아주 열심히 했다

3. 유료 온라인 게임에 가입하려 한다고 가정한다면, 둘 중에 어떤 것을 고르시겠습니까? ()

원래 가격 4 주 30,000원, 25% 할인 가격 22,500원에 제공된 게임A
원래 가격 4 주 30,000원에 멤버십 1주 더 추가 연장된 게임B

Study 2

(2) Low-Effort-Easy Work/ Virtue Products Condition

당신은 오늘 이번 학기에 수강하고 있는 과목들 중에서 제일 쉬운 과목을 들으러 학교에 왔다. 수업이 끝나고 유료 온라인 게임에 가입하려고 한다고 가정한다. 이 유료 온라인 게임은 두 가지 promotional offer로 제공된다고 가정한다.

1. 당신은 오늘 과목을 위해서 얼마나 열심히 공부했다고 생각합니까? ()

1=별로 열심히 하지 않았다 2 3 4 5=아주 열심히 했다

2. 당신은 오늘 자신의 노력에 대하여 스스로에게 상을 하는 것이 얼마나 떳떳하다고 생각합니까? ()

1=별로 열심히 하지 않았다 2 3 4 5=아주 열심히 했다

3. 같은 시설을 갖춘 헬스클럽이 두 곳 있다고 가정한다면, 둘 중에 어떤 것을 선택하겠습니까? ()

원래 가격 4 주 70,000원, 25% 할인 가격 52,500원에 가입할 수 있는 헬스클럽A
원래 가격 4 주 70,000원에 멤버십 1주 더 추가 연장된 헬스클럽B

Study 2

(3) High-Effort-Hard Work/ Vice Products Condition

당신은 이번 학기 매우 어려운 전공 필수 과목 하나를 수강했다. 중간고사를 잘 못 봤기 때문에 기말고사를 위해서 한 달 동안 열심히 공부했다. 오늘 간신히 기말고사를 잘 마치고 유료 온라인 게임에 가입하려고 한다. 이 유료 온라인 게임이 두 가지 promotional offer로 제공된다고

가정한다면,

1. 당신은 오늘 과목을 위해서 얼마나 열심히 공부했다고 생각합니까? ()

1=별로 열심히 하지 않았다 2 3 4 5=아주 열심히 했다.

2. 당신은 오늘 자신의 노력에 대하여 스스로에게 상을 하는 것이 얼마나 떳떳하다고 생각합니까? ()

1=별로 열심히 하지 않았다 2 3 4 5=아주 열심히 했다.

3. 유료 온라인 게임에 가입하려 한다고 가정한다면,
둘 중에 어떤 것을 고르시겠습니까? ()

원래 가격 4 주 30,000원, 25% 할인 가격 22,500원에 제공된 게임A
원래 가격 4 주 30,000원에 멤버십 1주 더 추가 연장된 게임B

Study 2

(4) High-Effort-Hard Work/ Virtue Products Condition

당신은 이번 학기 매우 어려운 전공 필수 과목 하나를 수강했다. 중간고사를 잘 못 봤기 때문에 기말고사를 위해서 한 달 동안 열심히 공부했다. 오늘 간신히 기말고사를 잘 마치고 유료 온라인 게임에 가입하려고 한다. 이 유료 온라인 게임이 두 가지 promotional offer로 제공된다고 가정한다면,

1. 당신은 오늘 과목을 위해서 얼마나 열심히 공부했다고 생각합니

까? ()

1=별로 열심히 하지 않았다 2 3 4 5=아주 열심히 했다.

2. 당신은 오늘 자신의 노력에 대하여 스스로에게 상을 하는 것이 얼마나 떳떳하다고 생각합니까? ()

1=별로 열심히 하지 않았다 2 3 4 5=아주 열심히 했다.

3. 같은 시설을 갖춘 헬스클럽이 두 곳 있다고 가정한다면,

둘 중에 어떤 것을 선택하겠습니까? ()

원래	가격 4 주 70,000원, 25% 할인	가격 52,500원에 가입할 수 있는 헬스클럽A
원래	가격 4 주 70,000원에 멤버십 1주 더 추가 연장된	헬스클럽B

국문초록

이전 연구는 보너스 팩으로 제공된 상품은 소비자들에게 이득으로 인식되고 가격을 할인해서 파는 상품은 손실로 인식되기 때문에, 소비자들이 가격 할인된 상품보다 보너스 팩으로 제공된 상품을 더 선호한다는 연구 결과를 제시하였다. 하지만, 본 논문에 이 선호 현상이 악한 상품에는 해당하지 않는다는 점을 밝히고 있다. 소비자들은 악한 상품에서는 보너스 팩 보다 가격 할인된 상품을 더 선호하는 반면, 선한 상품에서는 가격 할인된 상품보다 보너스 팩으로 제공된 상품을 더 선호하는 경향을 보인다. 본 논문에 가격 할인이 소비자들에게 악한 상품을 구매하는 것을 정당화할 수 있는 이유로 작용함으로써 악한 상품 소비와 관련된 죄책감을 완화시키기 때문에 이러한 경향이 나타난다고 제안하고 있다. 반대로 구매를 하는데 있어 죄책감이 존재하지 않는 선한 상품의 경우에는 보너스 팩을 선택하게 된다. 구매에 있어 소비자들이 본래 죄책감을 느끼는 정도와 구매 전에 이루어진 임무에 들이는 노력은 소비자들이 악한 상품과 선한 상품을 구매할 때 가격 할인과 보너스 팩 중 어떠한 것을 선택하는지에 영향을 미친다.

주요어 : 해로운 상품/의로운 상품, 할인, 보너스 팩, 죄책감, 정당화

학 번 : 2010-24034