

Value Pricing: Will You Pay More?

Introduction

Sometimes “value pricing” strategies are based on the assumption that consumers see different value in different situations.

Part A: How much would you be willing to pay for a can/glass of Coke at the list of situations/places listed below?

Part B: Try to identify why consumers might perceive extra (or less) value in these situations/places.

		How Much Would You Expect to Pay? (PART A)	Why More/Less Value? (PART B)
1	At a supermarket <i>(on shelf, not cold)</i>		
2	At a supermarket <i>(in a cooler, cold)</i>		
3	At a convenience store		
4	At McDonalds		
5	At an expensive restaurant		
6	At the movies		
7	At a bar		
8	From a vending machine		
9	At the airport		
10	At the zoo <i>(no access to other shops)</i>		