

REGULATORY FOCUS AND IMPULSE BUYING

Products and Prices for the Impulse Buying Task

Product category	Price	Individual product selection
Soft drinks	0.75€	0.5l bottle Coca-Cola 0.5l bottle Mezzo Mix 0.5l bottle orange Fanta
Potato chip style snacks	0.80€	Packet Alnatura pretzels Packet Funnyfrisch paprika potato chips
Gummi bear style snacks	0.65€	Packet Haribo “Goldbären” Packet Katjes “Yoghurt-Gums”
Yoghurt drinks	0.70€	Alnatura Mango drinking yoghurt Müller Pineapple-coconut buttermilk Alnatura raspberry Lassi
Nut or fruit mix	0.95€	Packet nut/raisin mix Packet dried banana chips Packet dried cranberries
Chocolate bars	0.65€	2x mini Snickers bar Twix Xtra bar 2x mini Mars bar
Fruit smoothies	0.60€	Cherry-banana smoothie Mango-orange smoothie
Water and light drinks	0.35€	0.75l bottle light apple-grape-cranberry soda 1l bottle carbonated water 0.75l bottle lemon-flavored carbonated water