

# How Beliefs about the Universal Potential for Ideal Body Weight Influence Fairness Perceptions of Price Discrimination

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# Short Abstract

We examine how lay beliefs about the universal potential for ideal body weight affect consumers' acceptance of price discrimination (e.g., airlines' "pay-as-you-weigh" policies). Universal (vs. nonuniversal) beliefs enhance fairness perceptions of such policies via highlighting the benefits for the individual (vs. company). Boundary conditions and downstream consequences are also investigated.

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