

1. Record Nr.	UNINA9910450390103321
Titolo	Behavioral pricing [[electronic resource] /] / guest editors Sarah Maxwell and Hooman Estelami
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2005
ISBN	1-280-50964-3 9786610509645 1-84544-818-9
Descrizione fisica	1 online resource (48 p.)
Collana	Journal of product & brand management, featuring pricing strategy & practice ; ; v.14, no. 6
Altri autori (Persone)	EstelamiHooman MaxwellSarah
Disciplina	658.8/16
Soggetti	Consumer behavior Marketing research Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; Introduction; Price perceptions, merchant incentives, and consumer welfare; Economics and marketing on pricing: how and why do they differ?; Good news! Behavioral economics is not going away anytime soon; Do higher face-value coupons cost more than they are worth in increased sales?; Pricing differentials for organic, ordinary and genetically modified food; Differential effects of price-beating versus price-matching guarantee on retailers' price image
Sommario/riassunto	The approach taken by researchers in the area of behavioral pricing is based on the psychological principles of human perception and information processing as well as on sociological principles of human relations and social norms. In this e-book we feature several researchers who have contributed to this new field of Behavioral Pricing. Their research demonstrates the international scope of this emerging field and was conducted across the globe in countries such as Australia, France, Greece, and the United States.